

Bound
Periodical

176966

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NANTUCKET CITY

MERCHANTS RECORD AND SHOW WINDOW



Ye Olde Time Store

CHICAGO

WASSELL OLIVER
YTD BAZMAN
ON

PERFECTION



TRADE MARK.

Norwich Fixtures

Right From Any Viewpoint

They will fit your needs in every respect.
Try them out.

Catalog No. 18

Free on request—Send for one

The Norwich Nickel & Brass Co.
Norwich, Conn.

NEW YORK
712 Broadway

BOSTON
26 Kingston St.

Light Your Window— Not the Sidewalk

Here is a side view of a show window in which the light is focused exclusively *on the merchandise*.

No light is thrown on the sidewalk; therefore none is wasted. There are no glaring bulbs to blind the spectators; neither are there any dark shadows to mar the beauty of the goods.

This is the kind of illumination you get when your windows are equipped with the

FRINK AND J-M LINOLITE Systems of Lighting

The clear, steady light produced by these systems is the nearest approach to daylight known in the commercial world. Yet in spite of its great illuminating power, it lends tone and effectiveness.

These systems consist of a series of tubular incandescent lamps about a foot long and 1 inch in diameter, set in powerful reflectors. When desired, reflectors are made for standard base lamps.

Over 25,000 merchants are now using the Frink and J-M Linolite Systems. Besides getting better illumination than they formerly had, these merchants are actually saving money on current consumption; and it didn't cost them very much to remodel their lighting system.

Write our nearest branch today for Booklet No. 410

H. W. JOHNS-MANVILLE CO.

SOLE SELLING AGENTS FOR FRINK PRODUCTS

Manufacturers of Show-Case, Show-Window and General Illuminating Systems; Asbestos Table Covers and Mats; Pipe Coverings; Dry Batteries, Fire Extinguishers, etc.



2094

Atlanta
Baltimore
Boston

Buffalo
Chicago
Cincinnati
Cleveland

Columbus
Denver
Detroit
Galveston

Indianapolis
Kansas City
Los Angeles
Louisville

Memphis
Milwaukee
Minneapolis
Newark

New Orleans
New York
Omaha
Philadelphia

Pittsburgh
Portland
St. Louis
Salt Lake City

San Francisco
Seattle
Toledo

THE CANADIAN H. W. JOHNS-MANVILLE CO., LIMITED

Toronto Montreal Winnipeg Vancouver

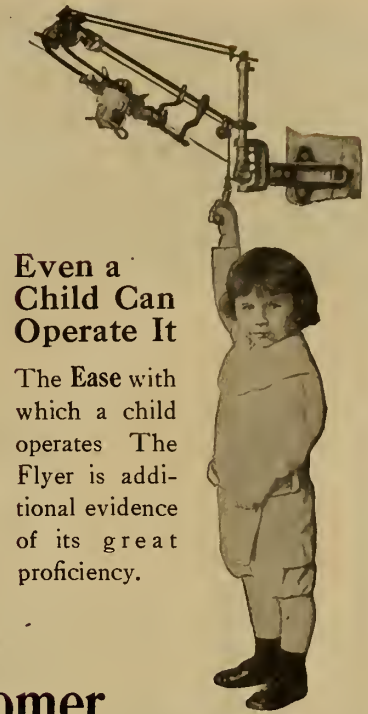


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Safety First

is so important to every merchant in the handling of cash or charge sales that they have often been buncoed into believing a machine will give absolute **SAFETY**. We have never claimed carriers to be a "Cure-all" for mistakes. What we do claim is: Safety and accuracy are **FIRST** and best obtained by centralizing and having each sale go through two persons' hands so as to check up the addition, multiplication on sales-slip and correctness of change given to the customer. Stealing and many leaks are bound to occur more frequently when the clerks go to the cash till to make their own change and complete the transaction.



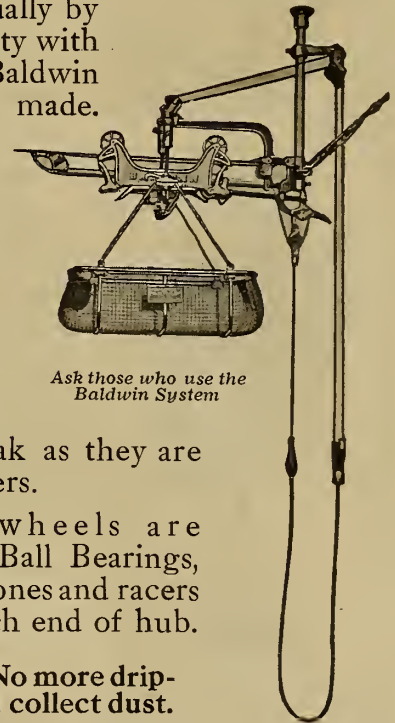
Even a Child Can Operate It

The Ease with which a child operates The Flyer is additional evidence of its great proficiency.

This cut shows the Baldwin Bracket for Sales Station Support

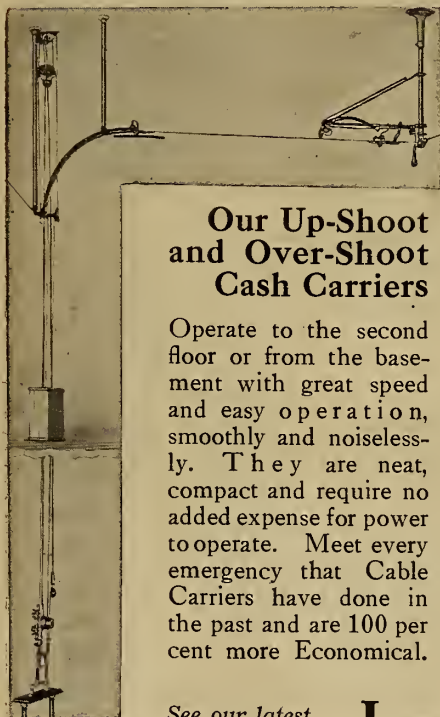
Speed Is Second—Pleasing the Customer

and we would not depreciate its importance in any way, although it's a well known fact thousands of dollars are lost annually by placing speed before Accuracy and Safety. Combine Safety with Speed and you have the ideal Service. When you see Baldwin Carriers operate you will say that combination now is made.



Ask those who use the Baldwin System

Baldwin Flyer Cash and Package



Our Up-Shoot and Over-Shoot Cash Carriers

Operate to the second floor or from the basement with great speed and easy operation, smoothly and noiselessly. They are neat, compact and require no added expense for power to operate. Meet every emergency that Cable Carriers have done in the past and are 100 per cent more Economical.

See our latest improvements

Carriers have no spreading wires to crystalize, break and fly thru the store. Baldwin track-wires are stationary, permanent, **do not** break as they are not used to propel the Carriers.

Baldwin Ball-Bearing wheels are equipped with two Annular Ball Bearings, having hardened steel balls, cones and racers and a dust-proof cap on each end of hub.

No oil required, think of it. No more dripping oil to damage goods and collect dust.

You as a merchant expect a carrier to wear well, and thus do away with annoying breakdowns and repair bills.

Baldwin Carriers give you absolutely the most perfect service of this kind.

Get our large list of satisfied users who will tell you their experience. **All are satisfied**, that's why we "stick" and continue to grow. **Write us today.**

James L. Baldwin Carrier Co.

Agents in the Principal Cities—Address Home Office

352 W. Madison St., Chicago
One Block East of New Northwestern
Railroad Station

Give Your Goods a Chance



No. 922. Garment Drapery Stand. Designed to display ladies' fine dresses or underwear. Made with a $7\frac{1}{2}$ -inch square cast brass base, $\frac{1}{4}$ -inch square extension standard, 24 to 40 or 30 to 50 inches. Top arms are each 10 inches long.



No. 569. Mounted on a 7-inch colonial cast brass base and $\frac{1}{4}$ -inch square standard. The form is made of very heavy papier-mache and highly finished in flesh-colored enamel. This form has no metal cap, being entirely covered with the enamel. Has a satene girdle. Price each, \$7.00.

Give your goods a chance to sell themselves. They can easily do it if they are the proper kind.

How can you expect your goods to sell if you keep your best things hidden away out of sight in poorly constructed show cases, or in boxes on the shelf?

They'll do their part all right if you attract buying eyes their way by displaying them in our cases, and by means of the various unique fixtures and figures that we make.

We make show cases and store fixtures of every sort that are the one thing needful to make your goods "move," and move quickly.

Wax figures that look like life. Forms that are up with the times and the fashions.

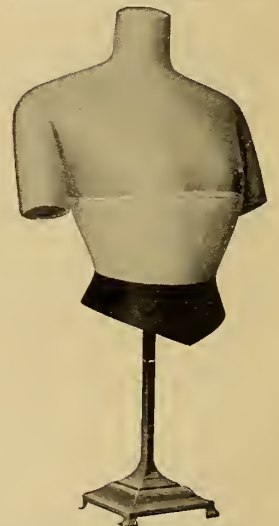
We have handsome catalogs full of bright, new ideas for properly displaying your stock. They show nickel and brass display fixtures of all kinds, wax figures, papier-mache forms, glass stands, glass shelving, store stools and show cases of every description.

We are able to give you interesting figures on equipping or refurnishing your store. We are the largest manufacturers in this line in the country. That makes all the difference in the world, of course, when it comes to prices.

Remember these catalogs. Write today and you will have them by return mail



No. 926. Coat Stand. This fixture is designed to be used for the display of ladies' or gentlemen's coats or overcoats. The top is made to hold the garments in perfect shape. The standard is $\frac{1}{4}$ x $\frac{1}{4}$. Extension 24 to 40 or 30 to 50 inches. Mounted on 7-inch base.



No. 579. Made of heavy papier-mache with flesh-colored enamel bust and arms. The lower part is covered with a satene girdle and finished with a velveteen belt. No metal cap, the top being finished same as the bust. Mounted on a $7\frac{1}{4}$ -inch colonial base and square standard. Price each, \$9.00.

Hugh Lyons and Company

802 E. South Street, Lansing, Mich.

New York Salesrooms: 35 W. 32nd St.

Chicago Salesrooms: 313 Jackson Blvd.



Passing By

There has never been a time when Store Fronts played such an important part in retail Stores—never have they been so necessary.

There has never been a time in the history of retailing when modern Store Fronts were so productive of sales.

And there has never been a time when a modern KAWNEER STORE FRONT could cash in so quickly as this year—*today*. Never before have Store Front investments paid such enormous dividends.

Don't *wait* — don't let your competitors take *your* chance — don't look *by* this opportunity to put your Store on a new and firmer foundation. Every person that *passes by* your Store without even hesitating is a lost opportunity. Remember, the *passing* foot-steps don't pay profits — it's only those that *cross* your threshold. Your Store's success is told by the number of people that enter and buy, not by the number who *go by*.

If there was ever a time to tear out that old Front and put in KAWNEER, that time is *now*—don't even wait till "next year."

Think of the army of other retailers who are making money on the 40,000 KAWNEER STORE FRONTS that today stand. You know many of them—just step inside of their Stores and ask what *they* think — what they *know* by experience. Figures will be their answer.

And You Need the Best, Too

When you put in a new Front don't try to satisfy yourself with "just a new Front"—make your investment pay *big*. Put in an

Kawneer
Manufacturing Company

Francis J. Plym, President

Factories:
Niles, Mich.
Berkeley, Cal.
Guelph, Ont.

Dept. E, 142 Factory St.
NILES, MICH.

We have
a branch
near you



Passing In

individual, KAWNEER STORE FRONT — one that will tell *your* story truthfully and forcefully.

Since 1906 we've worked with retailers in designing and constructing their modern Store Fronts—their experience has been ours and we honestly believe we are qualified to help you.

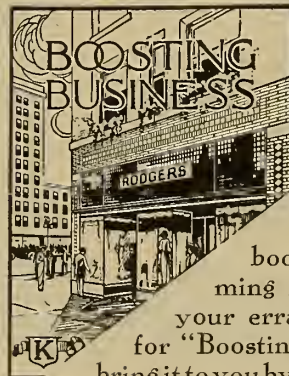
Why let "Jones' new Front" fill your requirements — why let his Front satisfy you? Your Front must *fit you* — your business and none other.

Kawneer
STORE FRONTS

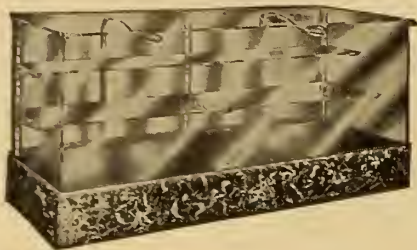
Store Front Book

Don't take another step in the consideration of your new store front until you know what KAWNEER STORE FRONTS have done fully 40,000 times — until you know of this construction which is permanent, built on practical mechanical principles, is attractive, provides for the ventilation and drainage of your show windows, allows the greatest glass expanse, is bright and clean-cut, and one whose upkeep expense is absolutely nothing. Learn about KAWNEER STORE FRONTS—they are built to fill your requirements—to make you money.

This complete information together with actual photographs and drawings of many of the most successful big and little Store Fronts in the country are contained in "Boosting Business No. 14"—it's a Merchants' book printed for you to read and profit by. It's not a book on window trimming nor a picture book for your errand boy. Just a card for "Boosting Business No. 14" will bring it to you by mail without obligation.



Are Sales What They Should Be?



If your sales are not what they should be, it may not be the fault of the salespeople or the merchandise. It may be that the show case display is not what it should be.

The surest way of having RIGHT SHOW CASE DISPLAY lies in the use of Quincy Special Cases. We make store equipment of every description and will send our catalogue free on request. Ask for it.

Quincy Show Case Works


Quincy, Illinois

DALLAS, TEX.
907 Commerce St.

JACKSONVILLE, FLA.
20-28 Julia St.

WICHITA, KANS.
301 Beacon Building

PITTSBURGH, PA.
949 Penn Ave.



A Case Out-side Is Worth Two in the Store

**Diamond
Show
Case Co.**

2208
W. Superior
Viaduct
Cleveland, O.

Pittsburgh, Pa.
Office:
725 Liberty Ave.

Show Window Valances



Puffed Shades and Lambrequins

Supreme in Quality
and Workmanship

The Art Window Shade Co.

2411-13 North Halsted Street
Chicago

Established 1893

Send for Catalogue

1915—It's Up To You—1915

Perhaps yours is one of the up-to-date stores where everything is modern and systematic except the important matter of shelving. We say again, "It's Up To You" to investigate at once



Baines' Adjustable Shelf Brackets

fill the want felt in all stores where they are not already used, and we have supplied thousands—They give fully 30% more shelf space, resulting in added attractiveness and increased sales of your merchandise.

Let us tell you all about Baines' Brackets

Piqua Bracket Co. : Piqua, O.

The Truth About Wax Figures

For many years there has been a superstition that European goods were better than our home products. This false idea has been exploded through the "Made in U. S. A." campaign that has swept the country during the past few months. It has been proved by comparison that our own products are as good or better than those made in Europe—and they cost much less.

This American superiority applies especially to wax figures.

We are showing as fine a line of wax figures as was ever produced in France and they cost only about half as much as Paris figures.

Our figures are made by Gustave Schmidt, who has no superior in the world in this branch of art. This is conceded by all who have seen his work. His figures are not only beautiful works of art, but they are really human in appearance. Any of them will add distinction to the most costly gown.

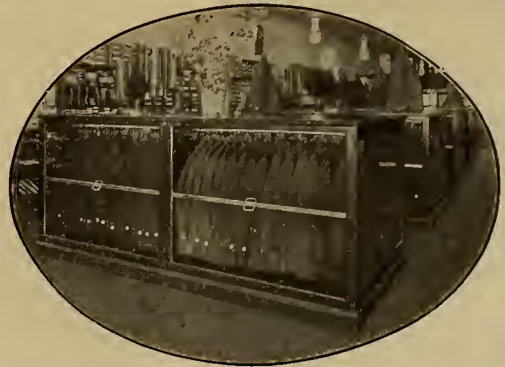
We are preparing a little folder showing some of our latest wax figures and will be glad to send you a copy upon request. You will be surprised to find how handsome these figures are—and how moderately priced. Send us your name now.

Our general line of display fixtures is very complete and you will find our quality and prices right. Visit our convenient down-town display room when you are in Chicago.

Great Western Fixture Works

616 Medinah Building Cor. Jackson Blvd. and Fifth Ave.
CHICAGO

A Happy New Year—Plus



A Happy New Year!—and in addition a PROSPEROUS ONE.

This year, the merchant of America faces TWO problems.

FIRST—he cannot afford to be anything but the FIRST merchant in his town.

SECOND—he must cut-down the cost of doing business.

If your merchandise is RIGHT, the solving of these problems is greatly simplified, if you buy efficient, modern display and sales cases.

These problems can never be solved if you Don't

We will gladly counsel with you concerning adequate store equipment. If you do not NEED modern Illinois Cases, we will tell you so. If you DO need them, we will tell you WHY.

Study the appearance of the stores of your competitors. Stand FIRST—and lower your selling cost by getting ILLINOIS DISPLAY CASES. Write us for any information you desire.

Illinois Clothing Cases
Illinois Out Door Cases
Illinois Hat Wall Cabinets

Illinois Show Case Works

1729-37 North Ashland Avenue
CHICAGO



Crescent Window Cards

Changeable Panels

Beveled Edges

Heavy Board

No. W 5—Green Japanese Veneer Frame
White Cloud Panel—Red Background
Size 19½x24

*Send for New Sample Book and
Circular No. 18A*

We carry the largest stock of new attractive colors and finishes for effective window cards.

Chicago Mat Board Company

664-666 Washington Blvd.

CHICAGO :: U. S. A.



No. 22-O
Wax Figure, ¾
head, ½ arms,
wood legs
\$28.00

A Goodly Number

of our patrons hale from the "show me" class who for many years were purchasing their fixture requirements from their "old house"—satisfied at all times they were getting the best.

There must be something extraordinary about our merchandise and business methods to be able to convert such "dyed-in-the-wools" to join our vast army of enthusiastic customers.

We urgently suggest that you confer with us before you buy—it will be to your advantage.



No. 86-K
Dress Form,
newest shape,
extensible. Jersey covered
\$4.25

Same form mounted on 9" round base, bust finished in flesh tint enamel \$7.50

*Catalogs on
Request*



No. 54
Latest shape, extensible
Jersey covered, \$24.00 doz.
New flesh tint enamel, \$36.00 doz.

B. BRAGER & SONS

49 Crosbe Street

New York

One Block East of Broadway Between Broome and Spring Sts.

Spring Trims

MADE ATTRACTIVE BY USING

Compo Board

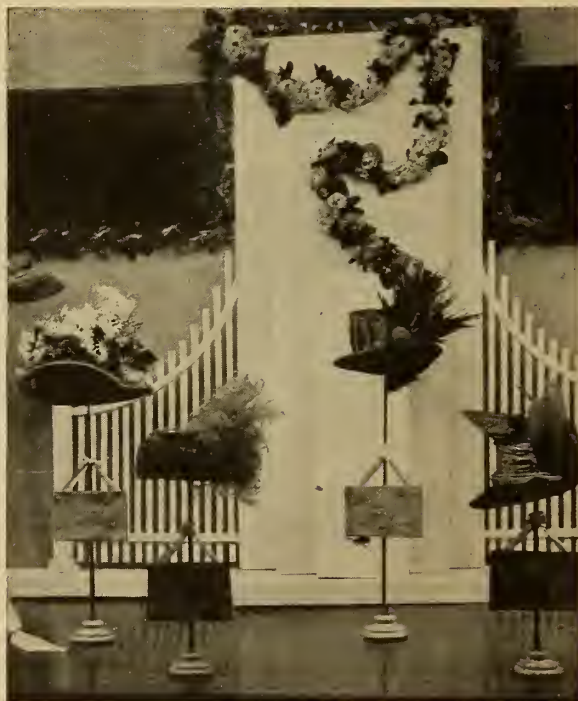
Compo-board is what you must have this season for properly working out your Spring or Easter back-ground scheme.

Compo-board is built with kiln-dried wood slats, as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

Compo-board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-board is not affected by heat or moisture, consequently, will not warp, buckle or split.

We publish quite an elaborately illustrated book, which is printed on the best of paper and tells in an interesting way all about Compo-board. Send for sample and copy of this book, it's free.

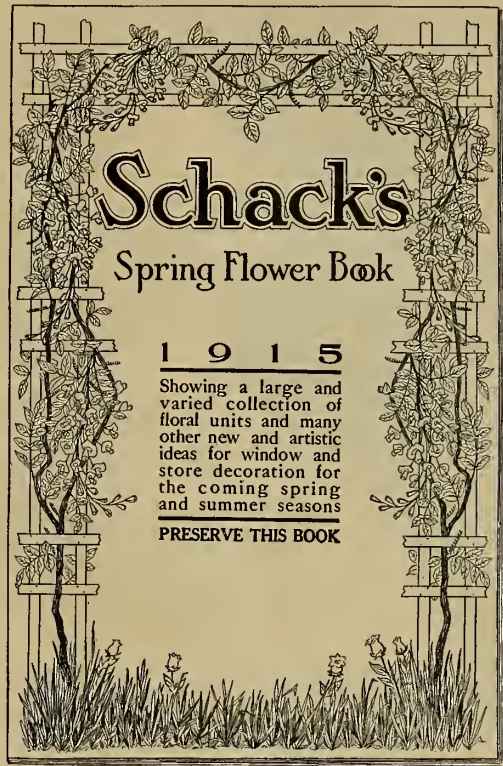
Northwestern Compo-Board Co. 1404 LYNDALE AVE., NORTH MINNEAPOLIS, MINNESOTA



Schack Wishes You All A Happy New Year

We thank the display men of America
for the greatest year we have ever known

During the coming year we shall continue to deserve
your support. As in the past, we shall make it our
policy to be first with new ideas. We shall continue
to supply the best decorations of all kinds at the
lowest price.



Here Is the Book

This is the "Book of Ideas" that every display man has been looking forward to. It is the best Flower Book we have ever issued and contains hundreds of new ideas for the coming season. New flowers, new stands, new papier-mache, new specialties of many kinds. With this book before him any display man can make beautiful displays. There is inspiration in every page.

Write at once for this splendid book of original and practical ideas for window decoration. It is free.



"Schack's Spring Flower Book" for 1915 will help you to start the new year right. Send us your name now.

Schack Artificial Flower Co.

1739-41 Milwaukee Avenue, Chicago



WILL YOU LET HER IN?



PROSPERITY is knocking at your door. Are you ready for her? Are you in position to take full-est advantage of the big business boom bound to come in 1915?

Set the example *your* customers will follow. *Start now* to plan for the improvements in your merchandising methods which you *must have* to forge ahead—even to meet your competition.

Make a beginning—then you're on the way—for

The Welch-Wilmarth System of Modern Store Equipment

will pay for itself—in the saving it effects in your overhead costs of doing business—in your increased sales.

Ask Us to Prove It

It costs you nothing to find out—it obligates you to nothing. Our Designing Department is always at your service. Every member is a practical merchant—not merely a "store architect," working by rule o' thumb. *They know*—from actual practice, not from theory.

Our new catalogs for 1915—illustrating the equipment and arrangement of many stores—IN YOUR CLASS—are ready for mailing. Write for them—they will furnish some useful hints to you.

WELCH MANUFACTURING CO. WILMARTH SHOW CASE CO.

7 Lyons Street

GRAND RAPIDS, MICHIGAN

1524 Jefferson Ave.

(Wardrobes licensed under Smith Patents)

New York.....20 West 30th St.
Chicago...233 West Jackson Blvd.

Boston.....21 Columbia St.
St. Louis...1118 Washington Ave.

Minneapolis.....27 N. Fourth St.
Des Moines.....Shops Bldg.

San Francisco.....515 Market St.
Pittsburgh.....406 House Bldg.

Made In Grand Rapids

Made In Grand Rapids

Made In Grand Rapids

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XXXVI
NUMBER 1

JANUARY 1915

Single Copies
Twenty-Five Cent

WHAT ABOUT YOUR FRONT?

THE DIFFERENCE BETWEEN THE 1914 AND 1915 MANNER OF
DOING BUSINESS LIES MORE IN THE STORE
EQUIPMENT THAN IN METHODS OF
BUYING AND SELLING

YOU don't run your stores to-day as you did ten or fifteen years ago, and still some merchants are satisfied, or at least are operating with old-fashioned store fronts of the design used even thirty years ago—thinking the price of new fronts makes them prohibitive.

Many of your present policies would have appeared as sure routes to failure ten years ago. The old store front styles were all right for our fathers but do they fill the requirements of to-day?

It's on account of the people's demands that your policies have changed—it's on their account that thousands of new store fronts have been installed—that thousands of old show cases have been torn out and replaced by new cabinets, and various other wonderful improvements made. The people pay for these improvements, unconsciously but willingly, so why don't you give them an opportunity to pay for a new front for *your* store?

A certain part of your day's work, and the day's work of each one in your organization, goes to pay the actual expenses—rent, heat, light, salaries and overhead. After those fixed costs are paid the remainder of the day's business goes to your profit column.

Now the question is, "How many hours are devoted to the payment of *profit*?" Another question—"How can you increase the profit-paying hours?" Can it be done in any other than three ways—get more people into your store, increase the amount of each sale or increase the selling price, therefore the net profit?

Passing crowds never paid a big dividend to any

retailer—only those who *enter* and *buy* make successful businesses.

Nearly every up-to-date retailer advertises in newspapers—he has found by paid-for advertising experience that it pays well on the amount of money invested. We all know properly placed ads effect sales—but ads placed in such media that do not cause more people to buy represent misapplied energy and advertising funds.

Have you ever stopped to compare newspaper advertising, for example, with the advertising and sales which directly result from a modern store front? Just say you have decided to spend the price of a new front in newspaper advertising during 1915. You have delegated a competent man to handle the campaign for you—you have appointed a man who is thoroughly acquainted with your store, your stock and your policies—and one who is able to write ads brimful of human interest.

AN INSTANCE

Suppose now we're right in the midst of your 1915 campaign and you have an especially good line of ladies' waists, for example, and on next Wednesday you are going to make a feature of them—not necessarily a special sale with its attending bargain prices, however. Your Tuesday and Wednesday's newspaper ads will just "stick out" from all others—they will contain carefully prepared and comprehensive descriptions of those waists, telling how you are featuring them, how many you have for sale and your excuse for selling them so cheaply. The woman in her home reads your ad. Your copy is so well written and the illustrations so appropriate that she makes up her mind right then and there to go and see those waists. Now, you have enough confidence in the quality of that article to feel assured that an inspection will result in a sale in almost every instance.



SHOWING THE MODERN FRONT OF THE MARTIN STORE IN OTTUMWA, IA.

On Wednesday morning our prospect starts for your store. She passes several nicely dressed show windows, perhaps she may hesitate a moment or two in front of some of them, but does not enter those stores because your newspaper ads keep telling her that *your* waists are newer, better and cheaper. So she proceeds directly to your store, but alas! Your old store front—those dingy, dark, squeezed-up windows, all boxed in with great, heavy iron columns and wide wooden sash! My goodness! There must be something wrong. The waists in your windows do not look half as nice as the waists displayed down street and do not compare with the mind picture your newspaper ad had created. Madam Prospect hesitates—she wonders. First she squints her eyes and peers through the glass of one window, then the other. Her enthusiasm is fast waning and for fear (unconscious as it may be) she will decide not to buy a waist, she decides to look at other stores.

MODERN FRONT WINS CUSTOMER

The result? Why, with their modern, well planned, well lighted store fronts they have the advantage over you. You shouldn't expect this fair prospect to favor you in face of all this difference. Seeing is believing—they say, and how true it is in every-day retailing.

Let's see how dependent the newspaper ad is upon the store front. You know it's a long ways between the newspaper ad and the ultimate sale, but only a few steps between the show windows and the salesman who is waiting to ring the cash register.

"Yes, but think how much a modern store front costs."—you say. True, it does take the profit of hundreds of over-the-counter sales, but does a store front work but just one week—one year?

A newspaper ad pays immediately or not at all—to-day's ad does very little good next month, but this is not so with the modern store front. Why, a

modern store front works for years. What about 1915's advertising appropriation?

Printers' ink, even though handled by an artist, can never tell as much as the *real* thing—and that's the reason in a nutshell for the difference between the value of a newspaper ad (or any other advertising medium) and a modern store front.

This little "supposition" or story is not applied to simply those stores handling ladies' waists. Just consider clothing stores and every other kind of stores.

Here is a photograph of Martin's store, in Ottumwa, Iowa. Study it—study the type—and see how they have segregated the various departments. Now, what do you think of this front as compared to a newspaper full of ads? Which will *make the sales*?

THE FRONT TELLS STORY

Here is a modern store front that tells the true story of this merchant. You at first may consider that there is too much waste space by the generous vestibule, that they have not taken advantage of the wide street frontage, but just hold your opinion until you have analyzed the front.

By graceful division of the various sections there are four separate and distinct compartments in each side. That makes ten separate compartments including the two vestibule cases which serve as excellent places to display collars, shirts, neckties, gloves or even shoes, if shoes are carried in the store. The two cases in the vestibule are not large but of such size that good displays can be made and at the same time serve to more or less cover up the two steel columns which were necessary on account of the structural condition of the building.

This front does not extend into the building very deep but of such depth that the rear plates do not appear cut off. The backing is made up of beautiful



Plate No. 9076—A White Sale Display by Jerome A. Koerber for Strawbridge & Clothier, Philadelphia.

Here is an unusually good display of undermuslins. It shows how the finer qualities in this line are shown by the high class department stores. At the back was a large, three-fold mirror screen having a gold frame. This

was decorated with vines and delicate foliage. From the middle was suspended a basket filled with roses. The white furniture used was chosen to represent a boudoir. Two wax figures were posed in natural attitudes.



Plate No. 9077—Display of Undermuslins by J. A. McNabb for Richard Hall & Son, Ltd., Peterborough, Ont.

Here is a good suggestion for a white sale display. The background was trimmed with spring foliage and delicate flowers. Other small flowers in bouquets were

placed on many of the garments which were shown mainly upon metal stands. Four full forms were used in this display.

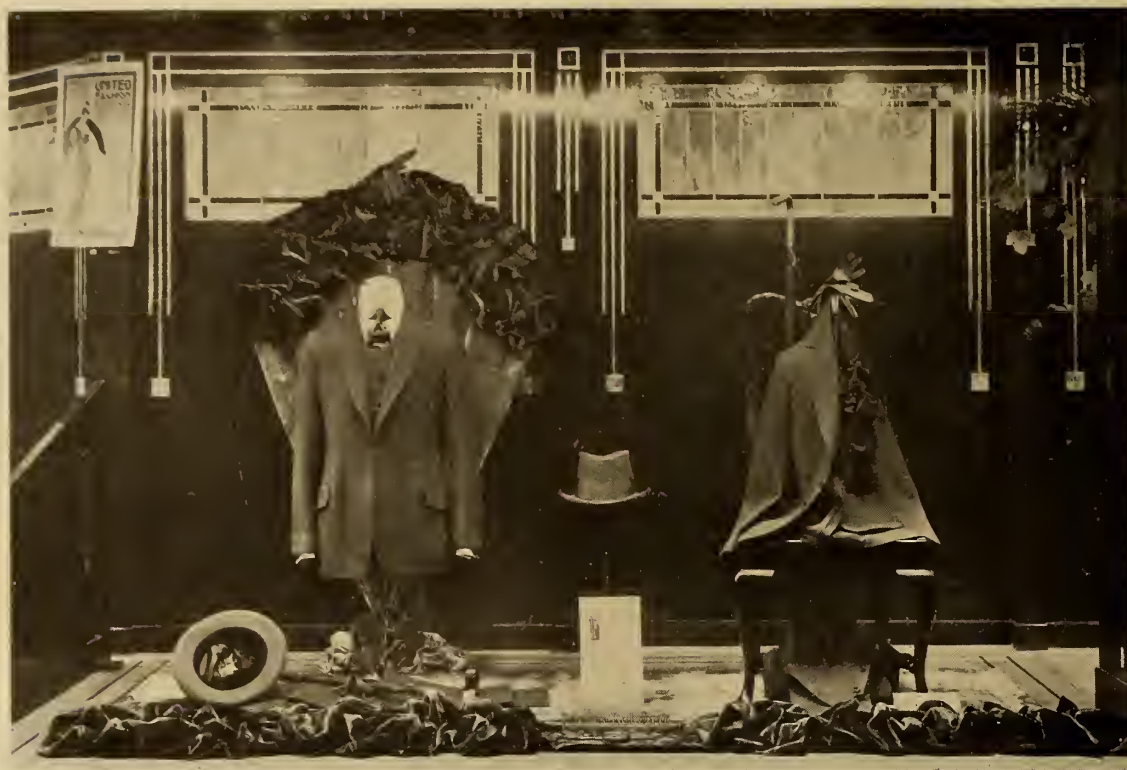
birds-eye maple panels and it certainly creates a handsome effect. The bulkheads are covered with square mosaic tiling and the front is complete to the valance in the windows.

There is nothing flashy about this front, nothing but attraction. I don't believe there is a man alive who would not be attracted by this front when passing, and it is just such fronts that make profits on store front investments.

While a store front is not installed wholly for its advertising power, it is well enough to consider from that standpoint when you are considering your advertising campaign for 1915 or any other year.

And what has been said of store fronts applies

with equal force to store equipment in general. Proper equipment, both inside and outside the store, is a form of permanent advertising that is just as essential as that which is printed in newspapers. The newspaper ad brings the customer to the store for that special occasion which may be advertised, but the advertisement of *good service*, that is made possible through good equipment, is permanent in its pulling power. It brings people back to the store again and again. Providing that merchandise and prices are right, the advertising of a good front and equipment will bring in more money per dollar spent than newspaper advertising or any other form of publicity.



Plates Nos. 9078-80—Prize-Winning Displays by Arthur Wm. Merry for Powers-Behen Co., Denver, Colo.

Shown here are three of the windows that captured the first prize in the last Denver Fashion Show window dressing contest. In one of the smaller pictures may be seen the handsome and massive silver loving cup that was awarded Mr. Merry. The larger picture shows a display of grey suits. Back of the coat on the form was a fan draped of grey plush with a puffed border of the same material. The form was dressed with a grey striped, finely tucked shirt to which adjusted a widespread collar and a purple scarf. At the other side of the window was another coat shown upon a mahogany chair. This coat was arranged to show the lining and it will be noted that the sleeve lining is pulled out sufficiently to show the blue silk. Grey hats and gloves completed this display.

In the window in which the shirts were shown, the fan drape was made of old gold plush with a puffed border of light green. This made a rich setting for the handsome basket weave silk shirts and scarfs. The color scheme was carried out perfectly. Chamois gloves and light canes were shown. In the window of men's evening wear, the fan drape was of white plush, a length of which covered the floor. The puffed border was black plush. Note how cleverly this arrangement brings out the lines of the evening coat. The border of white plush on the floor was used for displaying nests of jewelry. There were a number of other windows trimmed in the same general style. They made an effective showing of unusual merit.



THIRTY-SIX MERCHANTS of Kenosha, Wis., have arranged a plan whereby they will offer special bargains every two weeks. Each merchant is to list some staple article at a price that cannot

be equaled in the regular course of business. The special price is good for one week. A double page in one of the newspapers is used to announce the unusual offerings.



Plate No. 9081—An Opening Display by Harry H. Heim for the Marston Co., San Diego, Cal.

The background of this display was gold plush and a gold colored carpet was used for the floor covering. In the middle of the window near the back was a gold framed screen with an outdoor scene covered with tightly stretched net to soften the colors. To one side of the

screen was attached a bow of wide gold ribbon with a streamer that extended out on the floor where it was knotted. Ferns in a jardiniere and a lot of foliage completed the decorations. A drape of gold silk, a gold shirtwaist and a gold dress were shown.



Plate No. 9082—Three Drapes by Jerome A. Koerber for Strawbridge & Clothier, Philadelphia.

The drapes were arranged to show how various materials would look when made up into coats with proper trimmings. Little attention was paid to the skirt arrangements as they were used only to fill out the space and to

give the proper effect to the coats. It will be noted that while quite simple, each of these coats is complete and correct as to lines and style. Much detail is lost in the engraving.

THE "MORALE" OF THE STORE

THE SPIRIT OF THE SALES FORCE IN ANY STORE IS QUITE AS IMPORTANT AS THAT OF AN ARMY. HOW ONE STORE KEEPS ITS SALES PEOPLE CHEERFUL AND CONFIDENT

SINCE THE WAR STARTED we have heard much as to the "morale" of the troops in the various armies and it is evident that the generals consider this an important factor in the winning of battles. "Morale" is a word of French derivation meaning the mental condition as far as it is dependent upon moral considerations, such as zeal, hope, spirit and confidence. In the armies everything possible is done to keep the "morale" of the men at the proper pitch, for lacking confidence and the fighting spirit, there is small chance of a victory.

In any big store the "morale" of the sales force is quite as important as it is in war. A spirit of confidence in one's self and associates and merchandise is a mighty big asset in the battle for business. Some merchants appreciate this point, while others do not. There are many big stores in which it is the policy to make the salesman a mere cog in the wheel. A multitude of unnecessary rules and regulations take from him any initiative or individuality he may have naturally. He is an automatic order taker whose dominating idea is to keep from breaking the rules.

In other stores a broader policy is pursued. Salespeople are encouraged to believe that they are real people. Instead of being regarded as unworthy of being allowed to think, they are taught that the management reposes in them every confidence and believes that they will do their work as it should be done without reading a rule book every time one turns around. Chamberlin-Johnson-DuBose Company of Atlanta is a concern that deal with their sales force in an unusually broad way. They believe that more is to be gained through commendation than through criticism and nagging. The following quotation is taken from a recent newspaper ad. Such advertisements are bound not only to have a good effect upon the "morale" of the store force, but they also go a long way toward winning the confidence of the public.

THE STORE AND ITS PEOPLE

Our salespeople are human. All of them are imperfect. So are you. Our salespeople make mistakes. Everybody does. Many of them have been with us for years. None are "floaters." We trust them—believe in them. They are loyal—interested. Their noblest selves are in the business. Conscience and ethical feeling govern their impulses. They are serene, fraternal, efficient. Each has an ideal of service; each fosters sympathy. Rivalries are worthy and friendly. They take up the burdens of others.

Teachers, preachers, artists, scientists, all of us need stimulation, else we lapse into lukewarmness. Even a church may feel the changing effect of ardor and chill.

It is the same with a store. New life must be put into orthodoxy, or it ossifies. A store also needs the infiltration of enthusiasm—inspiration. The infusion must be continuous—or it becomes incrustated with old customs—corrodes.

Our people—our clerks—don't quietly slip into their places and take up old tasks. They freshen and brighten and invigorate the growth of the business by putting creative energy into their work.

They have a trade code and philosophy as real and true as the beauty and motif that spring from the hearts of poets and prophets.

There is an inner influence that shapes their words and actions. They know the store is but for one purpose—to serve the public. It is a high conception of business—claimed by all—realized by few.

Our clerks are in union with our customers—fundamentally and instinctively in harmony with them. That's the only way they can realize their complete selves.

The store—this store—is something more than a center of trade. To many it is the unit of social organization. The bond is personal and strong. It is based on kinship—not of blood—but of active friendship, courtesy, the spirit of helpfulness.

Courtesy to one another and to patrons is the prop and stay of our reputation.

We ask you to judge the store, not alone by its merchandise and prices, but by its men and women.

They assume a sense of responsibility and obligation—and live up to it.

No store in the world has fewer rules than ours—no store needs fewer. Nearly all stores distribute booklets among their employees telling them how to be well-bred—emphasizing social forms and demanding that they discard chewing gum and slang. We have never felt the necessity of doing this.

Our customers and our salespeople make the aura of the store. It is not pale, cold and abstract—nor is it loud, coarse and cheap. The aura of the store—its "atmosphere"—is vibrant. We can't describe it. You feel it. Such things are absolute. They can't be feigned. It is created by the conviction that there is a bond of ideal relationship between you and us.

All this implies a far-ranging vision, largeness of moral caliber, soaring constructive imagination.

The clerks know the value of courtesy and veracity and are true to the standards that make for these practices. They square with their instincts of sympathy and fair play.

The owners are unflagging in their efforts to uphold the traditions of the store—traditions that plumb with their ideals of service and integrity.

The store's circle of obligations is as wide as its circle of relations. This ideal of service need not be bawled with bold type and scare headlines. Our people deal kindly and honestly with all who come beneath the roof.

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MOST CITIES of any considerable size have held expositions of locally made goods. So far as we know, however, Nashville, Tenn. is the first city to have a permanent display of products manufactured locally. This exposition occupies a five story building with more than 25,000 square feet of floor space, every corner of which is occupied by exhibits. The purpose of this exposition is to familiarize residents of Nashville with the many products that are made in that city, and to encourage trading at home.



Plate No. 9083—Display of a Dentifrice by Charles H. Bailey for Wm. H. Frear & Co., Troy, N. Y.

This is a cleverly handled display of a dentifrice. Much of the material shown was supplied by the manufacturer and Mr. Bailey has put it to excellent use. One of the most effective features of this display was the sign at the back. This was a large frame filled with dark

material upon which the name of the dentifrice was spelled out in relief to make it appear that the different letters had been squeezed out of the inverted tubes that were arranged in a row above. Flowers and foliage added much to the effect of this display.



Plate No. 9084—Interior Display of Goods in Bolts by J. A. Koerber for Strawbridge & Clothier, Philadelphia.

Frequently the display man is called upon to put up a simple and inexpensive decoration in one of the departments for a special sale. This picture shows how bolt

goods can be arranged attractively. The bolts are arranged systematically and the labels give the necessary color. This was a showing of long-cloth.

Department Store Card Writing

By G. Wallace Hess

This is the seventeenth of a new series of articles that will cover thoroughly every branch of show card work for the department store. Mr. Hess, who is preparing these articles, is an unquestioned authority in this line. By many he is conceded to be the foremost department store cardwriter of America. These articles will be terse and practical as possible and will deal with the cardwriter's outfit and all modern methods of making cards and signs for the store.

WITH the passing of the holiday season and the approach of the clearance sales, one of the best opportunities of the year is afforded the beginner and amateur to improve his cardwriting.

There are many students of lettering who must do practice work at home. Personally, I have always held that the student should, if possible, begin on actual work from the start. If he is an assistant to a cardwriter-trimmer or a cardwriter he should begin by filling in figures or letters.

Gradually he learns the forms and his brush starts swinging to the same movement of his more skilled associate.

From this stage let him begin to make cards for the basement or cards used in lavatories, workrooms or on partitions, etc., for employees to read.

Most merchants invariably want a "quick" card on clearance sale goods, holding that it creates the impression that the goods were reduced in far greater degree than a carefully made card.

For this reason, that the clearance sale season offers much fast work, I hold there is no better time for a beginner to advance. What would be called slovenly work in many stores at other times, "goes" during a clearing sale. This means that the beginner can turn in and try to do a little fast work. Get speed, not slow movements, in your early stages and perfection and control will surely come later, while slow, tedious efforts in the beginning produce only stiff appearing work.

Many may disagree with this, yet one must admit that the old style copy books used in our public schools (today in many places) two and three decades ago rarely produced a good, easy style of writing, while the business college instructor, disregarding everything but a free and easy movement in the first stages, obtained results in three months never obtained in a public grammar school in the average of seven years' work.

There is no other line of lettering which follows a good business college swing as does cardwriting, and the man who has developed a good, easy swing on the forearm muscle is on the right road.

To the clerk in his teens, I would say that if he but realized it that now is his best time to begin to practice lettering.

A good style of cardwriting is developed with the years, not with the days or weeks, and there are many merchants who can turn in and make signs good enough for their own use.

DESCRIPTION OF CARDS

In this number are shown four quickly lettered pen cards by myself, numbered 1 to 4, and four cards, numbered 5 to 8, by a friend of mine, Charles J. McAleer, a Chicago cardwriter. Many of you will remember meeting him at the 1913 convention in Chicago, where he was demonstrating a showcard color.

In the manner of holding a brush Mr. McAleer has certainly a way that I never saw another workman use





CARDS LETTERED BY CHARLES J. McALEER

and upon questioning him he told me (and he has traveled some) that he never saw another use it except the man who taught him.

Mac's way of holding the brush is this: He grips it between the balls of the thumb and index finger, the brush being held absolutely perpendicular. As far as he is concerned his other three fingers may as well be cut off—they never touch the brush, but are turned easily up into the palm of the hand. Many who read this will, no doubt, remember calling my attention to his brush position at the convention, saying they had never seen anything like it, and asking me if I had. This manner of holding a brush does certainly permit of the making of rapid plug letters, quicker and better than the position commonly used. It's worth a little trial—remember the brush is positively vertical.

The ornaments used on these cards are to be had from supply dealers. The cards are all on mat board green, marbled white and blue.

In the last months of the winter spring post cards appear, and you can often cut an oval from one of

them, showing a good violet or lily design or a head of a woman.

Next month I will show a few cards—good opening cards, featuring water color work combined with air-brushing.

Every now and then I meet some trimmer who says he does not get results with the music pen. Inquiry always reveals the fact that he is using thin ink. The music pen demands opaque colors or an ink with a little mucilage in it, such as eternal or engrossing ink, to which is added a little black letterine or black letterine diluted with water, about one part water to two parts letterine.

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IN DECEMBER, a window trimming contest was held in Hagerstown, Md., under the auspices of the Board of Trade. The displays entered in the competition were classified as: "To Eat," "To Wear" and "To Use." The contest was carried out during the week of December 14-19.

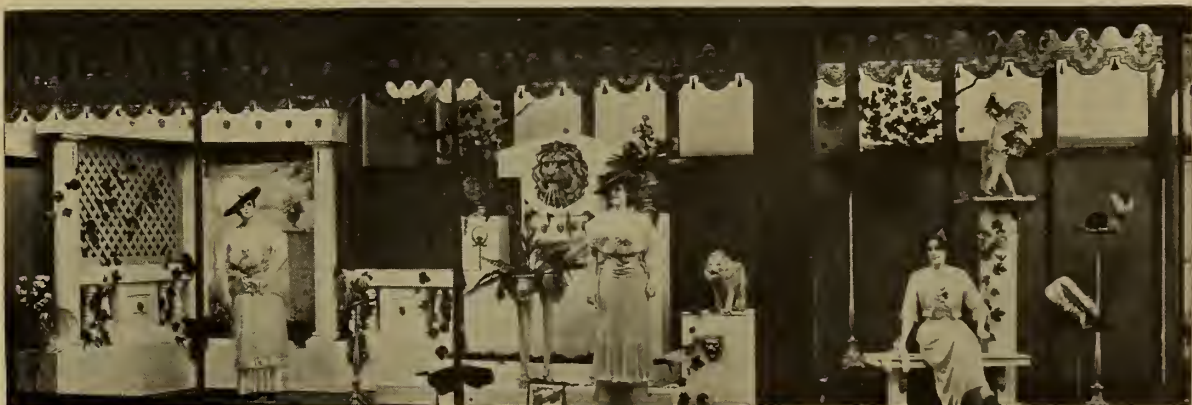


Plate No. 9085—An Opening Setting by Joe Spitzberg for Altheimer D. G. Co., Little Rock, Ark.

Here is an attractive setting that was made up of various units of composition board structure embellished by relief ornaments. The large section in the middle was a representation of a fountain which was decorated

with large and small lions' heads in high relief. There were also some other ornaments in relief and on each side was a large papier mache vase filled with foliage. The other details are evident.

NOTES FROM NEW YORK

DISPLAY MANAGERS' CLUB TO HOLD BIG ANNUAL MEET—
UNIQUE SYSTEM OF HANDLING SHOW WINDOWS OF
LORD & TAYLOR ATTRACTS INTEREST OTHER
MATTERS OF INTEREST

F. F. Purdy

IN A FEW days now, the Display Managers' Club will make merry in their big winter affair, January 18, at the Broadway Central Hotel. This function was decided on at the club's meeting on December 7, at their headquarters at the Broadway Central, when a goodly company turned out on a stormy evening, including Mr. Koerber, of Strawbridge & Clothier, who came over from Philadelphia, and the decorator for Steinbach Bros., the large department store of Asbury Park. Arrangements are making for a very interesting affair of the beefsteak dinner, which will be all the more piquant by the presence of the ladies. The men will naturally wear the customary white caps and aprons, although you can never make anything akin to butchers out of the classic-featured display managers of New York, whatever their garb. Away with a butchers' costume for Frankenthal, for instance, deep in thought over the details of a new classic drape; or on Wendel, keen on a scheme embracing the brilliant arraying of the entire Gimbel store for a broad-gauge

function; or Schmehl, figuring out the combined commercial and artistic possibilities of a big Greenhut showing; or Allert, marshalling his assistants a la Napoleon at Austerlitz, dispatching them in various directions to their separate tasks. But the white caps and aprons will have their sway anyway. The white and black tessellated floors of the large apartment used will be used for dancing and a colored band—a real coon band—with all the spirit of the melody of their race, will furnish the music for the occasion. Hence, take it all in all, the Display Managers' Club are anticipating a great night.

Al. Manee, formerly display manager for the O'Neill-Adams Co., is no longer a New Yorker. His many friends will regret that he has gone as far away as St. Louis, to the Scruggs, Vandervoort & Barney Dry Goods Co., though pleased to know that his ability will find vent in such a favorable location. One or more of Al's former assistants at O'Neill-Adams' are now with Charles DeVausney, display manager and assistant merchandise man for the reorganized Simpson-Crawford Co.

PLENTY OF TOYS

At the outbreak of the war it was immediately figured out that there would be a scarcity of toys for the holiday season, but exactly the reverse has come true. While the German production was greatly interfered with, there was an immense quantity in course



Plate No. 9086—Display of Horse Goods by John Parry for Anthony Hordern & Sons, Ltd., Sydney, Australia.

One of the most difficult lines to show attractively is harness and saddlery. Here is a picture illustrating an excellent exhibit of this line of goods. It was made for

an agricultural show and many decorators in this country can get from it good suggestions for similar exhibits that they are occasionally called upon to install.

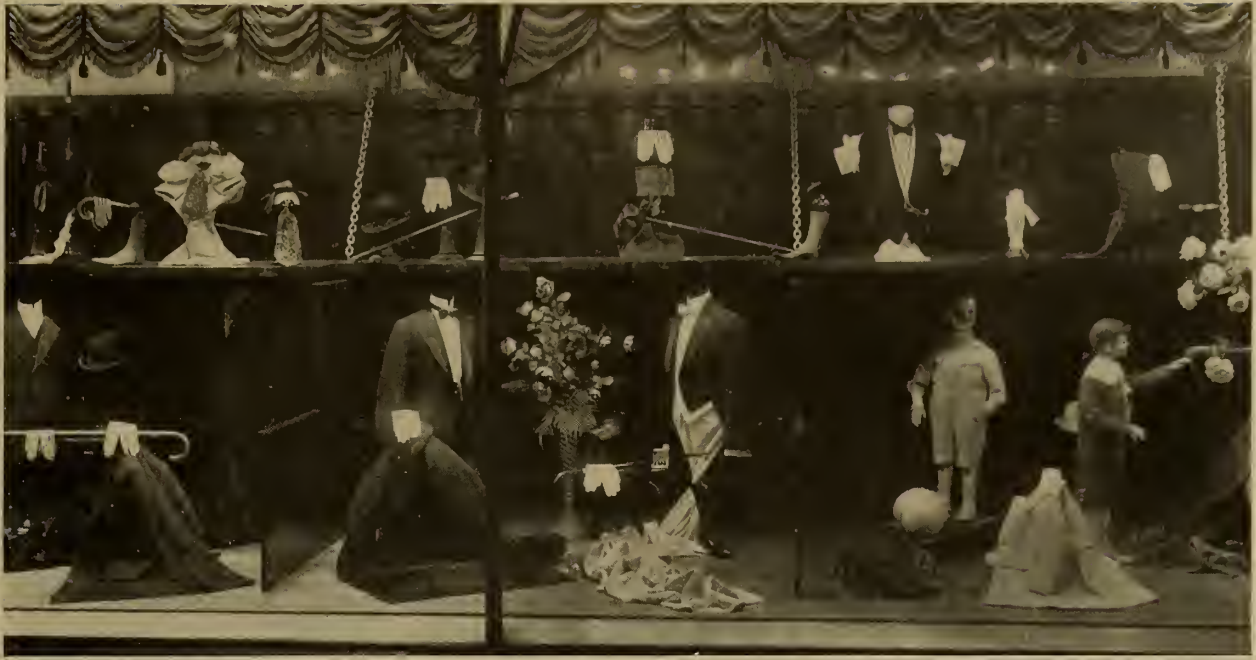


Plate No. 9087—An Excellent Clothing Display by Carl W. Ahlroth for the Union Clothing Co., Columbus, O.

Here are shown three separate displays of men's and boys' wear in one window. The arrangement is so evident that no description is necessary. Bouquets of artificial

roses in vases were placed at intervals and added much to effectiveness of the setting. The shelf along the back of this window increases its display capacity.

of manufacture. At the same time, the territory of the allies was no ground for the shipment of German toys, and Russia, England, France and Canada received very few, even indirectly. Thus a large quantity was released for America, and foreign toys were about as plentiful here as ever. And, moreover, many large stores placed orders for toys with domestic houses, and received the goods they ordered from abroad as well, and found themselves with a plethora of toys. There were the usual fine exhibits. The long Thirty-fourth street side of Macy's store contained a strong showing. Gimbel's had a big corner window that was re-dressed three times, we understand, during December, on account of the sales of unusual goods that were made by salespeople right out of the window. Stern and Lord & Taylor made a classy showing of toys, while The Greenhut Co. had the usual big Christmas display, in windows and interior. The entire fourth floor of the Wanamaker building was given over to toys, which was doubtless the largest display in town.

BROOKLYN DISPLAYS

The windows of Frederick Loeser & Co. and Abraham & Straus last month deserve special mention, and these Brooklyn stores well maintained the reputation they long since achieved for handsome displays. It would appear that Messrs. Katz and Waldron display managers of the Abraham & Straus and Loeser stores, work under somewhat different conditions than those of Manhattan. Manhattan stores are of

two classes as far as relates to display. One is dominated by the merchandising spirit, and the windows are dressed to "move the goods." The other class is constituted of the high grade stores where the tradition is very strong for dignity. Thus in Manhattan department store windows you get commercial windows that "deliver the goods" on the one hand, and windows of classic dignity on the other. There are combinations and variations, of course, but this describes it in a rough way. The Manhattan display managers have their cue and they get the results. This is doubtless exactly the right course for Manhattan, and reflects the wisdom of proprietors and display managers.

COMPETITION STRONG IN BROOKLYN

But in Brooklyn it is different. Here we have real pointed competition, in prestige as well as price. There is no mystery about it. It is the old story of Loeser vs. A. & S., or vice versa, if you like. Far be it from us to place one an inch ahead of the other. Brooklyn women go home and tell their husbands that A. & S. are getting it on Loeser, and a month later report that Loeser is coming to the front remarkably. Moreover, when Brooklyn women are down on Fulton street they are not thinking of the crowds they must fight to get home, as in Manhattan, but they have time to appreciate a window. Besides, Brooklyn is a friendly sort of place, where what in the country are called "neighbors" are known. Think of all these conditions as affecting the work of Messrs.

Katz and Waldron. Their windows are evidently trimmed fully as much with an eye to the standing of the house as for exact merchandising results, and with the artistic effects produced keeps up quite a regular fire of comment from Brooklyn women. And all the time the rejuvenated house of Matthews, with Hopkins in charge of the windows, is making continual progress. But the point we make is that A. & S. and Loeser and their display managers work in quite a different environment than exists in Manhattan.

HANDSOME BACKGROUNDS

Their December windows were superb. The securing of results are aided by two of as handsome backgrounds as there are in the East. There is nothing better that we recall except that of the Wanamaker Philadelphia store. Take the A. & S. windows. Here is one full of bronze and copper ware. Panels in the Circassian walnut background, and the carpets are rich, dark red plush, with mahogany novelty furniture, dark red plush covers for stands, and handsomely arranged bunches of autumn flowers and foliage to match, making an exceedingly harmonious ensemble. Then from a number of other good win-



Plate No. 9089—Two Clever Drapes by Harry H. Heim for the Marston Co., San Diego, Cal.

The drape at the left was made of gold brocade velvet over which a cape effect was made with brown plush. This was an exceedingly simple arrangement that required but little time to complete. The drape at the right was also simple. The skirt was red silk with an overdrape of figured chiffon.



Plate No. 9088—A Blanket Display by Malcolm Clark for the Hall of Commerce, South Melbourne, Australia.

While the display men of this country are putting in "Made in U.S.A." displays, decorators in other parts of the world are, in the same way, exploiting their own home products. Here is shown a "Made in Australia" window indicating that the benefits of home trading are understood on the other side of the world quite as well as here. This window was dressed to advertise blankets and flannels made in Australia. It is a corner window with three fronts each of which was dressed in the same manner as the one shown here. The four square pillars and dome were covered with scoured wool. "Advance Australia" was cut from cardboard and covered with white wool. The letters were attached to a background of wool dyed a light blue such as is used for the colored border of blankets. A number of bobbins and spools were also used.

dows, take the toy window. Nowhere near as elaborate as a year ago, it was as humanly attractive, with the "speaking-faced" dolls gloating over their half-filled little trunks, driving their carts, or the dolls in the clownish rigs, engaged in various pastimes, while above all, the man in the moon, winking one eye, is presiding over the scene.

A JAPANESE DISPLAY

Mr. Waldron maintained the elaborateness of his toy window. It was Japanese, at the famous cherry blossom time, full of trees thus laden, with an occasional bird perched in the branches. The painted background showed Fujiyama in the distance. In front there was an elaborate scene in strong relief, with little Jap pagoda homes in valley and on mountain, Japs of all descriptions ambling along the roads, running torrents painted on the relief scene in front, and a miniature dairy herded off at one side. A fine double window had a background of the familiar white sparkling embroidery with representations of Christmas trees, while in front were strikingly similar trees placed, covered with snow of exactly the same effect and hue. This made a beautiful environment for cut glass and other kindred kinds of holiday merchandise.

One of the many tasks of the Altman display force the past few weeks was the arranging of velvet covered stands for showing the handsome collection of antique lace, the display of which attracted atten-

tion from connoisseurs everywhere. There were many pieces of lace originating back to the fourteenth century, and priced well into the thousands, and with a mesh that took a magnifying glass to discern the various threads.

Mr. Wendel has been a busy man the past month, all over the store, with his capable assistants, Sam Harris, who came from Macy's, and Robert Jones, formerly with Mr. Schmehl, in evidence. The Gimbel store had big crowds, and here, as in the other principal stores the air of optimism was voiced, and a better Christmas was done than had been anticipated. The merchandising situation is improving hereabouts surely and gradually. Of course the fixture men had their usual quiet time, their sales being mainly of what stands and fixtures were needed—and needed quickly.

Mr. Rossiter, display manager for Lord & Taylor,



No. 1. SHOWING MOVABLE PLATFORMS.



No. 2. SHOWING COMPLETED DISPLAY IN BASEMENT READY TO HOIST.



No. 3. THE DISPLAY AT THE STREET LEVEL.

loans us the photographs of his unique window display operating system with the injunction that they be returned as soon as possible, to permit of their being mailed to Harry G. Selfridge & Co., the celebrated London department store firm established by the former general manager of the business of Marshall Field & Co., Harry G. Selfridge. The merchandise manager of the Selfridge store is interested in the Lord & Taylor window scheme, and, it is understood, is considering introducing the same idea into that London store. The first illustration shows the four movable display platforms all ready, with the complete displays upon them, to be rolled on the tracks to the forward position, from which they are hoisted into place on the street level of the windows. Illustration No. 2 shows one platform all ready, at the forward position, to be hoisted, and another plat-

form nearly in place, destined for the corresponding position with its left hand neighbor. Illustration No. 3 shows a Lord & Taylor window, all in place, on the street level.

LORD & TAYLOR WINDOWS A SUCCESS

The modern and much-discussed plan of the Lord & Taylor windows has been in operation now long enough for those in charge of them to have a pretty well defined idea of its value. Mr. Rossiter heartily commends the plan for installation wherever possible. He deems the daylight dressing of the windows as a very desirable feature, and not only that. There may be an experimenting regarding the effects of different treatments, and at leisure, so that the decorator may have ample time, in seclusion, to make his experiments and his decisions, and when the time comes to hoist the display to the public gaze, on the display platform, it bears the best possible result the decorator may possibly achieve with the large and varied stock of the firm, upon which he can draw. The entire front can be changed in half an hour after everything is ready below. The change is made twice a week, of the four regular windows, while the exhibit that occupies the space in the wide front entrance, outside the doors, is changed three times a week. The changes are made at 6 o'clock at night, and are the sensation of Fifth avenue yet, as they are accomplished, especially the raising in place of the display platform for the entry, that is not only a platform but a solid window, with outer glass and all. Each side of this there is a small circular window where all the machinery is in hand to produce a gradual revolution of each. This revolving feature will be going again in a short time. Mr. Rossiter during the pre-holiday trading season had some beautiful displays successively in the window before the entrance. The background contained a transparency in sparkle embroidery representing a dream picture,

with the child in bed, with gnomes, elves and fairies in ample evidence. The space in front was filled with the proper fittings of the Christmas nursery, with a fine showing of toys of all kinds, while the friendly stork presided over the scene, in the foreground.

At this writing the outlook, right after Christmas, is for the usual big showing of white, with the customary white sales, in variations. Already there have been tentative displays of the fancy cotton and other fabrics adapted to the use of the people who will early in the year betake themselves to Palm Beach and other southern points. The big showing of these goods, however, will not take place until early in January, when they will be prominently featured in the windows and throughout the store, with all the accompanying accessories of parasols, bags, slippers, neckwear, etc. These are usually among the finest window displays of the year. In dress goods there are signs that covert cloth will come into considerable use, and in silks there will be ribbed goods, and striped and figured taffetas. There will, we are told, be a revival of borders in skirts as well, to some extent. This will mean wider skirts, naturally, where borders are used, and the outlook now is that in most fashionable gowns the waist effect will be narrower, while the skirts will have something of the flare which we all remember as part of the illustrations of the gowns of the time of the Civil War.

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IN WASHINGTON, D. C. the Merchants' Association is going after parcel post business in a systematic and vigorous way. Many thousands of circulars are sent out to the farmers and residents of villages within the first and second postal zones of that city. The circulars point out the advantages that are to be had through buying in Washington stores through the parcel post system and the advertisements of a score or more of stores appear.

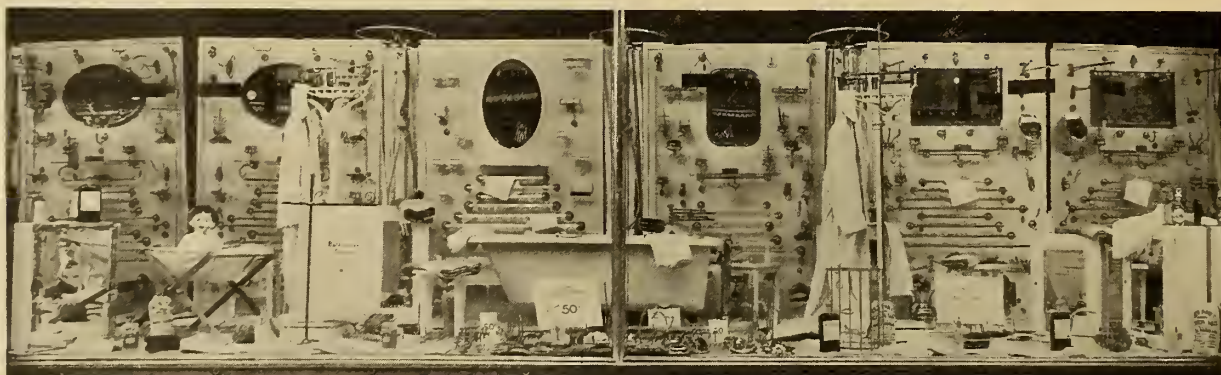


Plate No. 9090—Display of Bathroom Accessories by J. W. Turley for Brown, Thomson & Co., Hartford, Conn.

The background of this window was made of composition board covered with oilcloth in imitation of blue and white tiling. On the floor blue and white linoleum in a diamond pattern was used. All sorts of bathroom sup-

plies including a tub, were shown. A display of this kind always results in satisfactory sales as most people are chronically in need of something for the bathroom. This was an unusually attractive display.

Peace and Plenty Displays

IN OCTOBER we gave a brief story of how the Twin City Display Men's Association started a most commendable movement and incidentally secured a lot of desirable publicity through their arranging a plan to forward a "Peace Pigeon" to President Wilson. The bird was sent to the President with a good deal of pomp and ceremony, and newspapers devoted much space to an account of the journey of the peaceful bird. As a side issue to this stunt, various members of the Twin City Display Men's Association decorated their windows with "peace" exhibits in honor of the occasion. Two of these windows are reproduced here. One of them is of the Emporium and the other of Mannheimer's, both in St. Paul.

The Mannheimer window was decorated by Ben J. Millward. On one side, in the foreground, was a stack of rifles with the card, "Less of These." On the opposite side was a plow, to which was attached a card reading "More of These." These cards were connected with a narrow ribbon that extended up to a white dove suspended near the top of the window. At either side, suspended from a T-stand, was a full sheet card covered with letters and telegrams received from governors and other men of note commending the peace movement. Flour barrels were placed at the back. In a cage placed on a stand in the middle of the window was

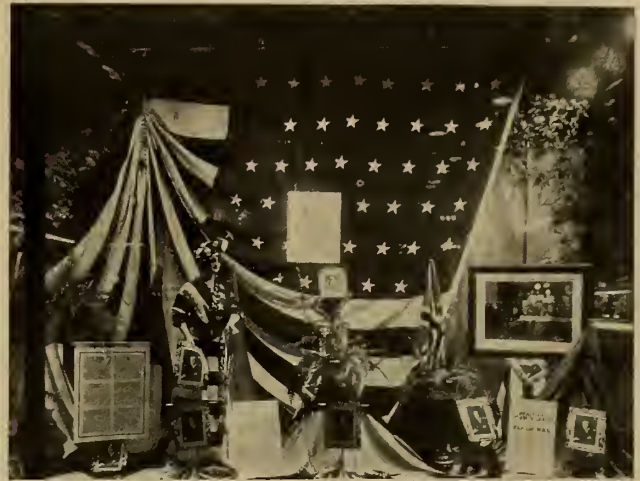


THE MANNHEIMER DISPLAY

a "Carnegie Pigeon," below which was a card that read: "We have joined the Peace and Plenty League and enlisted for the war on war. Put the dove on the dollar. Live and let live. Flour barrels are better than gun barrels. One hundred million people with one hundred billion dollars will fight for peace and prosperity. The dove of peace means health, wealth and happiness." The remaining details can be made out in the picture. This window attracted great crowds as long as it was in.

The Emporium display was of a different character. In front was a figure draped in the national colors to represent Miss Columbia. She held in

her hand a copy of the song, "We Stand for Peace While Others War." Copies of this song were scattered about the window. At the back was an immense flag draped to show part of a painted woodland scene and surrounded by masses of foliage. At the right was a large picture showing wounded soldiers in an improvised hospital. At the left side was a collection of commendatory letters and telegrams from notables. These were mounted on a large card in the same manner as in the Mannheimer window. Flags of various



THE EMPORIUM DISPLAY

nations were shown in this window. In the middle of the back was a large card bearing the words "Peace and Prosperity with Less War—Let Us War on War." There was another card about being a member of the Peace and Plenty League similar to the one in the Mannheimer window.

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JOHAN R. PATTON who was head decorator for the Henry Siegel store in Boston until that store was closed, is now in charge of the windows of the store of L. S. Ayres & Co. of Indianapolis. For Christmas, Mr. Patton had a mechanical display that was a marvel of inventive genius. It was a remarkably faithful reproduction of a winter scene in Montreal. He is an adept at this class of work and has produced some of the best mechanical holiday window attractions ever seen in this country.

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IN DECEMBER an ad writing contest open to everyone was conducted in Joliet, Ill. Seventeen merchants were represented in the contest and prizes were offered the general public for the best advertisements produced through local talent. Prizes to the value of about \$200 were offered and fully 15,000 copies of advertisements were received by the merchants who participated. Contests of this sort, when handled in the right way cannot fail to have a beneficial effect.

Ad Editorials

THE AD EDITORIAL can be made to perform an important function in the advertising of any store. It may not sell goods directly but, if well written, it will help to draw customers into a closer personal touch with the store which is a matter of the greatest importance. Most people, especially those in the great cities, look upon a big department store merely as an institution that serves a purpose in somewhat the same manner as a railway station, a post office or any other utility designed for the accommodation of the public. They fail to see the personal side of the store.

Now every store may be said to have a certain personality. Naturally the first purpose is to make money, yet there are behind the management of any really great store certain ideals or policies—certain broad gauge methods of treating customers that will stand a good deal of careful advertising. This sort of advertising is quite as important as that of merchandise advertising. It is, indeed, the underlying element that gives force to all advertising, for its ultimate purpose is to build up confidence—to make real friends for the store. Regular customers of a store may know that its policies are liberal, that values are good and service satisfactory, but these facts may not have been impressed upon others who are not accustomed to trading at this store. Carefully written ad editorials will not only bring new customers, but they will help to hold the old ones. An example of this sort of editorial is the following one clipped from an advertisement of the Loeser store of Brooklyn, N. Y.:

"It is Harder to Save Money Than to Make Money"

This is a Store for economical people. We respect the woman who knows what a dollar should buy.

It is not a cheap Store, because cheapness is not economy.

Neither is it a Store founded on the rock of "exclusiveness," which is often a nice way of admitting that things are priced higher than they should be.

Everyone should come to Loeser's, because here is a complete showing of the best that the world's makers of things to use and wear have been able to make and invent.

Also, because this enormous stock of articles, which everyone *must* buy somewhere, is priced as low as such things can be bought anywhere.

This is not a *claim*. It is a guarantee: "If in a day, or a week, or a month, you find the same article sold elsewhere at a lower price, we will refund the difference between the price here and the price elsewhere."

Another purpose for which the ad editorial is sometimes used successfully is to improve store service and efficiency through instructing the public as to how mistakes occur, and how they may be prevented. Every big store pays a lot of money each year on account of mistakes in deliveries—time is lost and customers are annoyed in this way. Some of these mistakes are caused by careless sales-people but they might be practically eliminated if every customer would take pains to be sure that

the address was set down correctly upon the sales slip. On this subject, Strawbridge & Clothier of Philadelphia had the following little editorial:

Absent-mindedness

Sometimes the little tricks our minds play upon us are only amusing. Perhaps you do not believe the story of the absent-minded man who carefully placed his clothes in bed and hung himself over the chair. But every one of us has at times made some queer little slip when the mind was pre-occupied—most likely forgetting to sign our name to a letter, or omitting the address.

When absent-mindedness becomes serious is when you write to the Store for something, and, wondering why it does not come, discover afterward that you had omitted your address, or even your name.

We have received orders for goods by mail, with explicit instructions and the money, but with no name or address. In such cases we can only file the letter and wait for the complaint which is sure to follow, and then identify the first letter by the second.

But it is a far more frequent occurrence, of course, to open letters and find no street address. It is not unusual to receive as many as a dozen in one day. Our own files or the City Directory is searched, but there it is quite likely the name with the same initial will be duplicated many times.

It is a good habit to WRITE YOUR ADDRESS ON ALL LETTERS, especially to strangers or to business houses.

There are many other subjects that may be handled advantageously in ad editorials. Sometimes a current event of importance will suggest an editorial such as the one headed "Going to the People." Some time ago the University of Pennsylvania established a system of extending its educational benefits by mail to distant residents of the state who might not be able to attend the institution. At the time when the public was most interested in the scheme, Strawbridge & Clothier published the following editorial:

Going to the People

In this era of educational advancement, of a nation-wide endeavor to satisfy the demand of the people for knowledge, the plan to carry the University of Pennsylvania to the people of this State is an inspiring example of progress in the right direction.

While it is better for the people to come to the institution, it is fortunate, when this cannot be done, that modern systems of lightning communication and transportation make it possible for the institution to go to the people.

Through the medium of the Mail Order Service, Strawbridge & Clothier have been carrying this Store not only to the people of this State, but to the people in all other States. Thus thousands have been educated, and additional thousands are being educated, in the efficacy of successful shopping by mail. A postal card to our Mail Order Department will bring to you our Catalogue, or any information you desire, on any article you wish to buy. A pair of gloves, a dress, a suit of clothes, a set of furniture, or merchandise to equip a house can be bought satisfactorily by mail or by telephone.

Whether you live in this city, or a thousand miles away, our SEAL OF CONFIDENCE stands as an assurance of honor, a guarantee of quality and fair dealing that will satisfy the most exacting customer.

But, for one reason or another, relatively few stores use editorials of this sort in their advertising. Hardly one store in a hundred makes any attempt to reach the public in this way.

ENGLISH SHOW WINDOWS

LONDON WINDOWS ARE AS A RULE MORE STOCKILY TRIMMED THAN THOSE IN THIS COUNTRY—WITH SOME OF THE BETTER STORES, HOWEVER, THERE IS BUT A SLIGHT DIFFERENCE

A COMPARISON of the show windows of England and the United States shows many marked differences both in the windows themselves and in the methods of handling them. As a general rule, the English windows are much more stockily trimmed than those of this country. To this rule, however, there are a number of notable exceptions. In some of the big stores of London the windows are handled, on the whole, in much the same manner as those of New York or Chicago.

But the average British storekeeper believes firmly in showing as much merchandise as can conveniently be crowded into the window, with plenty of conspicuous price tickets. In other words, the English merchant is a believer in sale windows all the year round, rather than in what they generally term "picture windows." He holds that the public is interested in the merchandise and the price more than in fancy settings and ornamentation; consequently the more goods that can be shown, within reason of course, the more likelihood there is of making a sale.

DIFFERENT METHODS USED

Hence the English display man must go about his work in a manner entirely different from that to which the American window man is accustomed. In this connection it may be stated that, when it comes to stocky displays, there are many window dressers in England who are remarkably adept at this class of work. Judged by American standards they put a tremendous amount of merchandise in a window yet they handle it so cleverly that it presents to the eye

a pleasing and orderly appearance. Color effects are also worked out with excellent taste and judgment.

One serious handicap of the average English display man lies in the small size of most of the display windows of that country. As a rule the windows are small and shallow and many of them are but indifferently lighted by great arc lamps that hang outside and shed most of their illumination upon the pavement. Some years ago practically all shop windows were lighted in this way but recently improved methods have been introduced and some of the stores now have practically perfect illumination.

As was stated in the beginning, there are notable exceptions to these general rules. Of these exceptions the store of Wm. Whiteley, Ltd., is possibly the most distinguished. This is a magnificent establishment having a frontage of 600 feet and a depth of 300 feet. It has the distinction of being the largest British store in the world.

The show windows of the Whiteley store are excellent. They are not constructed altogether like those of the best American stores but the differences are immaterial so far as the opportunities of the display man are concerned. Robert A. Driscoll is the display manager for Whiteley's and he is responsible for some exceptionally clever decorating and display work both in the windows and in the interior of the store. Several of his everyday displays are shown in connection with this article and examples of his more pretentious work will appear in later issues. Mr. Driscoll has had much experience in display both in Australia and in England and he has produced many notable displays. He has especially distinguished himself in connection with several remarkably fine decorative schemes that have been used in the large and magnificent rotunda of the Whiteley store. Some of these will be reproduced in later issues.

The pictures shown here are not published as the



A SPECIAL SALE WINDOW BY ROBERT A. DRISCOLL FOR WHITELEY'S.

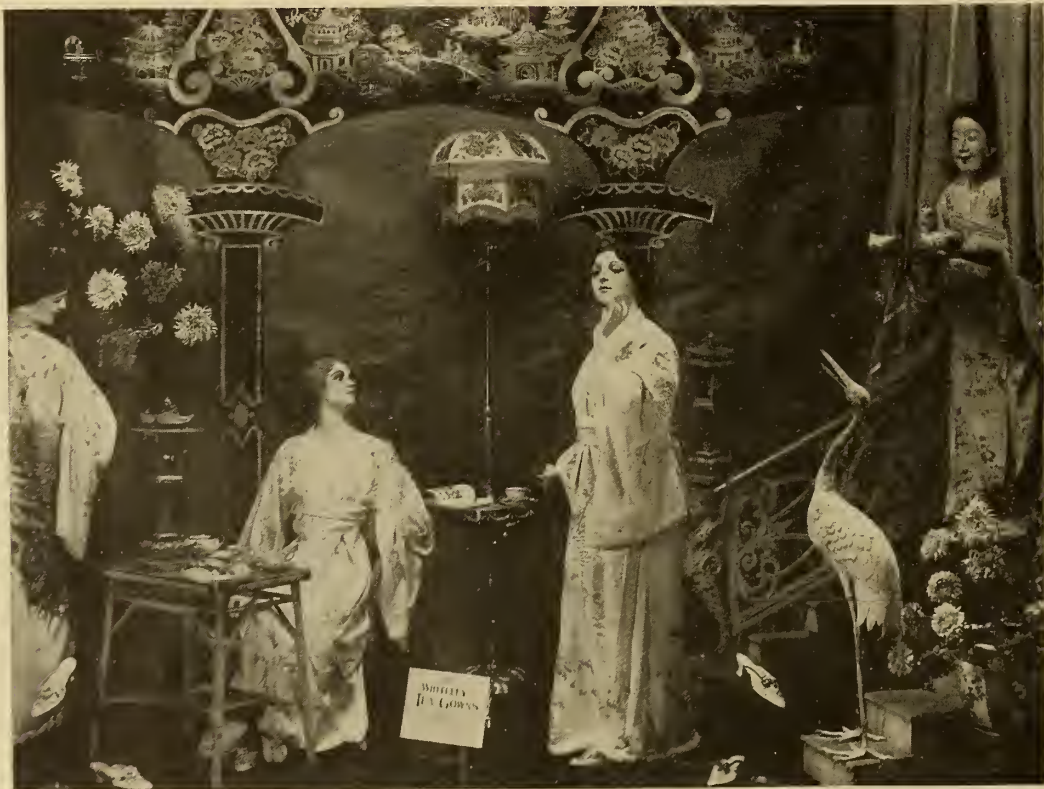


A SWISS SCENE SHOWING WEAR FOR WINTER SPORTS, BY R. A. DRISCOLL.

best examples of Mr. Driscoll's work but are rather intended to show the class of displays used by this big store throughout the year. The picture of the "White Sale" window shows a typical, everyday display of shadow laces carried out over pale pink sunshades and pink Ninon. As this was for a special sale, the display was somewhat stockily handled, although the window was by no means crowded. The figures were draped with wide shadow lace flouncing over a very pale foundation. The idea of showing laces over sunshades in this manner is, we believe, original and made a highly pleasing effect. Enough pink flowers were used in this window to add a touch of color. Every piece in the window was ticketed with the price as is customary in sale windows. This window is $13\frac{1}{2}$ feet long by 7 feet deep.

In the display of suits for winter sports, the setting represents a scene in Switzerland where tobogganing

and skiing are a great attraction. Sports suits for this purpose are generally of bright colors and form a strong and pleasing contrast with the white snow. The suits shown in this window were emerald, purple, gold, tango, cherry, etc. The canvas background showed a typical Swiss winter scene. It was neatly and naturally connected up with the foreground so that a close examination was necessary to determine where one left off and the other began. The tobogganing course was continued from the painted background right into the window by building up the back to a height of about two feet and sloping it down toward the front. On this course a woman on a sled may be seen just finishing a run. Further along on the right were two children who had just descended a steep incline and were shooting up over another. At the left was a woman seated preparatory to putting on her skates and an-



THIS IS ONE OF A SERIES OF JAPANESE WINDOWS BY MR. DRISCOLL.

other had come to grief on the ice. The latter was made by placing on the floor a mirror about 8 feet long and 4 feet wide. This was sprinkled with diamond dust to give it a frosty appearance. Natural fir trees of various sizes were placed at the sides to connect up with the fir trees painted on the background. The other figures were placed in characteristic positions.

The various suits were ticketed which detracted slightly from the naturalness of the scene. The suits were changed each day during the time the window was in. At each end of the window was a large card giving the prices of skis, snow boots, sleighs, caps and other accessories. As the left end of the background there is a plate of glass through which the corner entrance of the store may be seen. While this photograph was being taken a shade was lowered before this glass to prevent reflections from lamps in the doorway beyond. This window is 36 feet long and 8 feet deep.

The Japanese display was one of five, all of which were carried out in a similar manner. The background was painted on rough canvas. The border or archway effect on top and the two pillars were carried out on a black background in brick-red, china-blue, green and gold, the black and gold predominating. The plain panels were painted a rich bronze green. At one end was arranged a staircase which was curtained off as though leading from another room. A Japanese woman was about to descend the stairs to serve tea to the ladies in the room below.

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Promising Deliveries

ONE OF THE EASIEST things in the world is to make a promise. To carry out the promise is sometimes quite another matter. When a customer asks if her purchase will be delivered at a certain time, the optimistic clerk, without giving the matter any thought at all, says: "Certainly, madam," and that is the end of it. But when the time comes, the package arrives, and the customer who has been depending upon the promise of the clerk, is disappointed and naturally sets the store down as unreliable. No matter what amends are made after that, the customer has received a bad impression that can only be removed with difficulty. Many good customers have been lost through reckless promises made by salespeople as to deliveries. This should be guarded against most rigidly.

No salesperson should be allowed to make promises of delivery at a specified time unless he or she is thoroughly certain that the delivery can be made on schedule. If there is any doubt, the matter should be referred to a floor man. In most cases it would be better to lose a sale than to disappoint a customer. That, however, would occur very seldom, as the customer in most instances would be content with a later delivery if convinced that the earlier one were impossible.

New Year Vows

By Walt Mason

At this glad time we make our vows, as many as the law allows. "Here's where we cut out foolish things," we say, "and start a-growing wings."

So many pledges do we make, that some of them are sure to break. So many virtues we pursue, we bite off more than we can chew. And three months hence when we look back on broken vows along our track, we feel ashamed and sadly say, "That sort of pledging doesn't pay."

We're only mortals, after all, our limits close, our orbits small, and we should keep that fact in view, when vows are ripe and years are few. A few sane pledges we can keep, without much strain or loss of sleep, are better far for any man than is the old time wholesale plan.

The man in business ought to make a pledge he won't be apt to break.

"I'm living on this hustling globe," he says, "where each man tears his robe, to keep up with the other lads, who chase the dollars of our dads. That delegate is sure to lose who doesn't watch his p's and q's; eternal vigilance I need, if I don't wish to go to seed, for in a world where all men strive, the winner, sure, must look alive. My own experience is fine, but it's along a narrow line, and I should know what others do, what policies the rest pursue. I ought to learn from their mistakes, and profit from their dizzy breaks. With others I must get in touch; the yarns they tell will help me much. I'll take the journal of my trade, and through its helpful columns wade, and it will surely put me wise to many things that will surprise. Dodgast me if I ever hedge, on this, my latest New Year pledge!"

This is a vow that every man who'd follow up a modern plan, and make his business up to date, will frame at once, and keep it straight. It's good for any man in biz, no matter what that business is. The landlord of the big hotel, the merchant who has goods to sell, the dealer and the baker man, will find it is a winning plan. Just try it out this coming year, and see some worries disappear!

MADE IN U.S.A. DISPLAYS

DISPLAY MEN CAN WILL FIND AN OPPORTUNITY FOR INTERESTING SPECIAL WINDOWS BASED UPON THE NATION WIDE CAMPAIGN IN FAVOR OF AMERICAN MADE GOODS—SOME EXAMPLES

SINCE THE WAR STARTED, American manufacturers have been making the most of their opportunity to impress upon the retailer the importance of boosting the sales of merchandise made in the United States. During October there was a concerted campaign to exploit nationally advertised American products and thousands of merchants in all parts of the country filled their windows with products of our own factories. Local newspapers co-operated in the movement and gave much publicity to these displays which were viewed with unusual interest by the general public.

Without doubt this movement will be a permanent one and the newspapers will continue to give more or less publicity to the American made products carried in stock by the retailer. It is also likely that American manufacturers will advertise their products more extensively than they have in the past. It therefore follows that the display man will be called upon, from time to time, to put in "Made in U. S. A." displays. Such displays, if well gotten up, will attract much notice and will prove a big factor in making sales, at least until their novelty wears off. Naturally, after they have grown common they will lose some of their effective-

ness. Hence it seems advisable for the display man to get busy and put in some "Made in U. S. A." windows before the man in the store across the street anticipates him.

Already there have been many displays of this kind covering practically every line of merchandise, and practically all of them have proved unusually satisfactory in the matter of sales. The "Made in U. S. A." display presents no very great difficulty to the display man nor is it necessary to spend much money on it. U. S. flags, shields, the national colors and special show cards have generally been used as the principal decorations, with flowers to set off the merchandise.

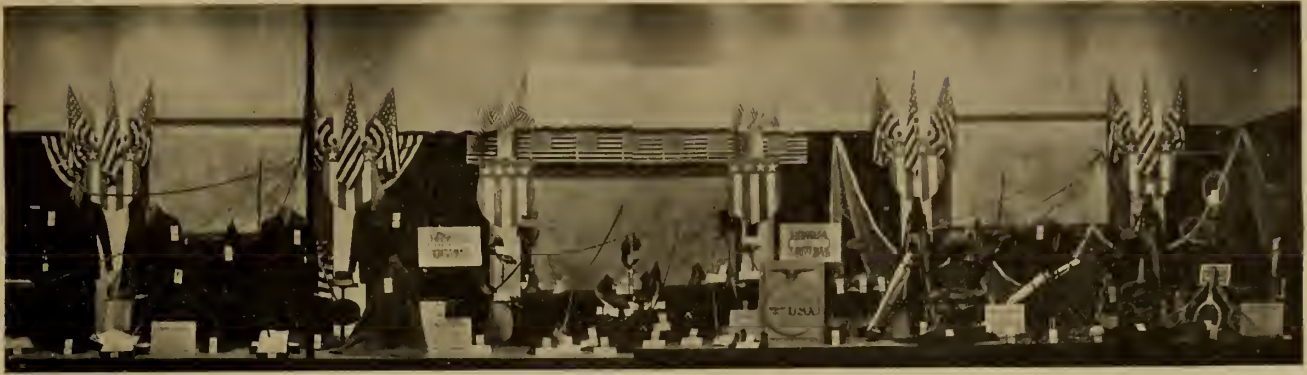
EXAMPLES OF DISPLAYS

We reproduce several "Made in U. S. A." windows that have been put in recently. These pictures fail to give a proper conception of the attractiveness of the windows as the bright colors of the flags are lost. Incidentally it may be stated that the stars and stripes offer many generally unsuspected possibilities in the way of decoration. By combining large and small flags many striking effects can be produced. Very large flags are generally unwieldy and it is usually preferable to use groups of smaller ones of varied sizes rather than the big ones. However, a flag covering the entire background can in some instances be used to advantage.

The window decorated by Chas. E. Orr for the Goldstein-Migel Co. of Waco, Tex., is a display of



DISPLAY BY CHAS. E. ORR FOR GOLDSTEIN-MIGEL CO., WACO, TEX.



PART OF A BIG "MADE IN U. S. A." DISPLAY BY TOM ALLAN.

American silks. In the background was built up a dais with onyx columns at the sides. Here was seated a figure dressed as Uncle Sam. This was an ordinary wax figure adorned with a white wig and the characteristic chin-whiskers and dressed in a suit of red, white and blue that had been made for the occasion. In his hands he held red, white and blue ribbons leading to the various silk drapes in the window. This was one of a series of windows trimmed for this occasion. The show card read: *"American Silks, a Splendid Example of Uncle Sam's Leadership in High Class Merchandise."* The flags and artificial foliage completed the setting.

Tom Allan's displays for the Phelps Dodge Mercantile Co. of Douglas, Arizona show part of an impressive and highly interesting exhibit. One hundred and fifty feet of windows were treated in the same manner as shown in the two windows reproduced here. Colored maps of the United States were painted on sections of wall-board four feet high and seven feet long. Red, white and blue ribbons were run from the various kinds of merchandise to the points on the maps where that merchandise was made. Since there were so many pieces of small merchandise in some of the sections, it would have been impossible to run separate ribbons to all so Mr. Allan grouped some of the articles according to the states they were produced in and ran a single ribbon to each group.

Columns were placed at regular intervals along the backgrounds of the windows and these were ornamented at the tops with U. S. shields and groups

of flags. Special "Made in U. S. A." show cards were air brushed in the national colors. A window frontage of 150 feet treated uniformly in the style shown in the pictures made an impressive exhibit. Practically all lines of merchandise were represented taking in everything from baby shoes to kitchen ranges. A sale was conducted in connection with this display and the event was liberally advertised in the newspapers during the week it lasted. Much local interest was aroused.



The little picture shows a display made by W. E. Denny for F. W. Wiley, Glens Falls, N. Y. American made goods were displayed and the windows and entire front of the building were trimmed with U. S. flags. Numerous show cards were used to explain the nature of the displays.



THIS DISPLAY BY MR. ALLAN WAS 150 FEET IN LENGTH. ALL LINES WERE SHOWN.

SCREENS

PORTABLE SCREENS ARE A VALUABLE ADJUNCT TO THE DISPLAY MAN'S EQUIPMENT—THEY ARE NOT DIFFICULT TO MAKE AND CAN BE USED OVER AND OVER AGAIN IN MANY DIFFERENT WAYS

THE DISPLAY DEPARTMENT that is equipped with a number of portable screens of different kinds is prepared to take care of many display emergencies that might otherwise prove highly inconvenient. Occasionally in the best regulated of stores an occasion arises unexpectedly which makes it necessary to put in a display on a moment's notice. If there is a suitable background this can be done without any trouble. But it sometimes happens that there is no background or that it is not a suitable one, and as there is no time to plan and make one the display must be made in front of some makeshift that is altogether inappro-



SCREEN DESIGNED BY E. D. PIERCE.

priate. If the display man has a variety of screens it is more than likely that he can find one that will answer the purpose of a background in an emergency.

There are so many kinds of screens that can be used in a show window that it would be altogether useless to even try to describe them all. They range from elaborately carved and painted productions to the simplest frames filled with denim or any other inexpensive material. In this article we describe a few typical screens that have been made by display men or under their direction. They have been used in various kinds of displays and all of them have served the different purposes for which they were designed.

The screen shown in the window by E. D. Pierce of Sibley, Lindsay & Curr Co., Rochester, N. Y., was a design that was used in all of the windows

of this store for a spring opening. It has three panels of graduated heights. The frames were plain gold, with ribbon ornaments, also in gilt, at the curved top of each fold. In each section was a watercolor landscape surrounded by a mat cut in irregular scrolls. This screen served to break up the background, which would have been too plain otherwise.

Another picture shows a screen designed by Melville H. Nichols for Cook & Feldher Co. of



DESIGNED BY MELVILLE H. NICHOLS.

Jackson, Mich. This also was used in an opening display. It was made of composition board and painted with oil colors. Very narrow gilt beading was used to outline the landscape panels. At the top was a gilt ribbon design in relief. Other small relief ornaments were used. The landscape, which was continued across the three panels of the screen,



A SCREEN BY J. M. IMHOFF.

was in delicate spring colors appropriate to the season. If the decorator is a careful workman and has a knack for painting, such a screen as this can be made at a small cost and it presents a very good appearance in the window. For fall the colors would only have to be changed to suit the season.

In the lingerie display by J. M. Imhoff for the Mode, Ltd., Boise, Idaho, is shown an attractive



AN ELABORATE SCREEN BY C. M. HERR.

screen that was used in a series of "bridal displays." The series represented the bride's day, from her arising in the morning to the ball at night. The windows, consecutively, were as follows: "Her Boudoir," "Morning Suits," "Afternoon Dresses," "Bridge Tea" and "Dancing Frocks," and this screen was used very satisfactorily in all of the windows. This was a three-fold screen with rather light frames painted green. The panels were filled with Nile green silk. Delicate sprays of spring foliage and gold butterflies were used to decorate this screen.

In the clothing window of Browning, King & Co. of Cincinnati may be seen one of the simplest of screens. It has a severely plain frame finished



BROWNING, KING & CO. WINDOW.

in the natural wood and the panels are of brown leatherette. To one of the folds was attached a bunch of thistles with a bow of ribbon with streamers extending to the floor. The purpose in using this screen was merely to break up the large expense of background. There are many stores having permanent wood backgrounds like this one that require something to break up the bare effect. A screen such as the one shown answers the purpose admirably. It will also be found useful in many ways inside the store.

In one of the pictures is shown a screen designed by Clarence M. Herr for the Fair, Chicago. It is



A UNIT SCREEN BY ED. LAFFERTY.

quite elaborate in design and workmanship, and was by no means inexpensive. The heavy frames are beautifully ornamented in period decoration and finished in antique gold. The three panels are filled with rich brocaded material. If such a screen were to be used but once, it would be considered a somewhat expensive proposition for most stores. However, Mr. Herr had this and a number of other similar screens made several years ago and has got much use for them since. He can continue to use them for years to come, as their classic design will never grow tiresome or out of date.

An entirely different type of window screen is

shown in the little neckwear unit by Edward Lafferty, display man for J. M. Kaufman & Co., Champaign, Ill. This is a little single panel made of wall board with a light, plain frame around it. It is finished in a rough stucco effect. Several of these little screens are used in a window to serve the purpose of individual backgrounds for units.

If the display man makes his own screens it will generally pay him to use good material and build them so substantially that they can be used time after time. Frequently it will only be necessary to refinish them to give them an entirely different appearance. In windows that have handsome permanent backgrounds of expensive wood there will be found many occasions when screens can be used to advantage, as a considerable proportion of any store's merchandise cannot be shown to good effect in front of a dark background, such as mahogany, or walnut. Inside the store screens are handy in numerous ways.

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Window Demonstrators

AS A SPECIAL ATTRACTION, a demonstrator working in a show window can sometimes be used to advantage. Old ladies with antiquated spinning wheels have been used in linen displays with the result that they have drawn more attention to the window than it might have re-

ceived otherwise. The same plan has been used with many other lines. This little picture shows a small embroidery window in which there was seated a young woman busily engaged with a needle



and embroidery hoop. It was not her purpose to demonstrate the different stitches as that would be practically impossible under the circumstances. The idea was only to draw attention to the window by means of the woman working away as calmly and naturally as she would in her own home.



THIS PICTURE SHOWS HOW VICTOR CARSON, DISPLAY MAN FOR L. H. FIELD & CO. OF JACKSON, MICH., USES VELVET COVERED BOARDS FOR SHOWING JEWELRY. THESE FIXTURES CAN BE USED FOR YEARS AND ALWAYS LOOK WELL.

Fake Advertiser Fined

FRED ZIMMERMAN, a Minneapolis merchant, was recently fined for fraudulent advertising. Zimmerman was arrested on a warrant sworn out by the Vigilance Committee of the Minneapolis Advertising Association, and pleaded guilty to the charge of advertising cotton shirts as "\$1.00 Wool Shirts Cut to 59c."

Interesting methods have been employed by the Vigilance Committee of the Minneapolis Advertising men in gathering complete evidence in this and several advertisements which they have been investigating. Information secured by the bureau led them to believe that several merchants on the streets traveled by the incoming country visitors were advertising fraudulently by means of large cloth signs, handbills and placards.

Two representatives of the bureau, dressed in overalls, mackinaw and caps, visited several stores to find what traps were laid for the unwary, transient. Not only were these investigators able to find several instances of what they believe to be violations of the state advertising law, but they also stumbled on other serious offenses against existing city ordinances.

In the Zimmerman case the two "country boys" purchased one of the "\$1.00 Wool Shirts cut to 59c," which, when analyzed proved to be not wool but cotton. Photographs of the sign bearing the advertisement were later obtained, and the evidence brought to the attention of the city attorney.

This is but the fifth time in nine months that the Vigilance Committee has resorted to the courts in its crusade for honest advertising. More than nine-tenths of the work which the bureau is doing in behalf of truth in all publicity, as a carrier on by moral suasion and educational methods.

If advertising men were as busy in other cities as they are in Minneapolis there would be much less false advertising to contend with.

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BECAUSE OF THE WAR more people from the North will go to Palm Beach and other southern resorts than ever went before. It will, therefore, pay most stores to make some sort of an exhibit of costumes for southern tourists during early January. The show need not be an elaborate one but the opportunity should not be missed altogether.

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SOMETIMES a merchant can hit upon an advertising specialty that can be sold to customers instead of giving it away. Strawbridge & Clothier of Philadelphia had made several thousands of accurate miniature reproductions of their automobile delivery trucks. These found a ready sale at 25c, as they were manifestly superior to most toys offered at that price.

Prison for False Statement

A DECISION of importance with regard to the making of statements for the purpose of obtaining loans, has been rendered by the United States Circuit Court in Cincinnati.

The case was prosecuted by Messrs. Naumburg and Company, bankers, of this city. The Bettman-Johnson Company, of which Morris L. Bettman was president, failed in August, 1913. Examination showed that a false statement had been issued of the firm's financial condition, on the strength of which the Bettman-Johnson Company secured loans through Naumburg and Company, the Mechanics and Metals National bank and other banks to which Naumburg and Company sold the paper.

In view of the recent increase in the number of such cases, Naumburg and Company and the Mechanics and Metals National bank decided to bring an action against Mr. Bettman. The fact was established that the false statement had been sent to Naumburg and Company through United States mails. Bettman was indicted in Cincinnati on the charge of having sent fraudulent matter through the mails and the case was vigorously prosecuted by United States District Attorney McPherson. Bettman was found guilty and Judge Hollister of the United States Circuit Court sentenced him to two years in the penitentiary.

Though the case will be appealed, it is expected that, in view of the former decision of the courts, the verdict will be sustained. It has been suggested that hereafter applicants for accommodation will be required to send their statements through the mails.

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A WINDOW DISPLAY SERVICE has been established in Oklahoma City, Okla., by W. S. Norman and H. Hunter. The concern is called the Hunter-Norman Publicity Service and is doing a nice business not only with local firms but with a number of big national advertisers. Window displays, show cards, advertising lantern slides and commercial designing are specialized in.

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A SPRING FASHION SHOW will be held in Chicago from February 8 to 13, under the auspices of the Chicago Garment Manufacturers' Association. It is to take place at the First Regiment Armory and is expected to be the most important event of this kind ever held in the middle west. All of the leading makers of garments will be represented.

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NOW IS A GOOD TIME to put a little extra effort on advertising. During good times people will buy without much urging, but when the season is a little dull it is necessary to do a good deal of urging. There is always enough money going around to keep a store busy if it gives good values and advertises them vigorously and persistently.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT
WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmon's Journal of Window Dressing"	Established 1893
"The Show Window"	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	Established 1903
"Merchant and Decorator"	Established 1905

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MEMBERS OF
THE SOCIETY FOR ELECTRICAL DEVELOPMENT, Inc.
29 WEST 39TH STREET, NEW YORK CITY

MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of
The International Association of Display Men

*In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

*Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

*When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

*Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

January, 1915

CONTENTS.

What About Your Front?	9
The "Morale" of the Store	14
Card Writing. G. Wallace Hess	16
Notes from New York	18
Peace and Plenty Displays	23
Ad Editorials	24
English Show Windows	25
Promising Deliveries	27
"Made in U. S. A." Displays	28
Screens	30
Window Demonstrator	32
Fake Advertiser Fined	33
Who Pays for the Fixtures	34
"Literary" Ads	34
What Kind of Advertising?	35
Our Monthly Prize Contest	35
Analyzing a Display	36
Manufacturers' Helps	41
Water Colors	42
Coming to the City	43
Eliminating the Faker	44
Short Lengths for the Ad Man	46
I. A. W. T.	50
Service	54

Who Pays for the Fixtures?

THAT MERCHANT who refuses to buy good equipment for his store on the ground that it costs too much, should, along the same peculiar line of reasoning, discharge all of his best salesmen and employ boys in their place as the boys can be had for half the money. Every merchant wants the best salesmen he can get and those who know their business will gladly pay high salaries to those who can earn them.

A good salesman pays his own salary and makes a larger profit for his employer than other salesmen who don't get half the salary. So it is with good store equipment. Well constructed windows with good fixtures make it possible to show merchandise more attractively; they bring more people into the store and make more sales. They serve the same purpose as newspaper advertising with the advantage that they are far more direct than any printed advertising can possibly be.

Good equipment inside the store makes it possible to carry more merchandise or to give customers more room, and make shopping more convenient and comfortable. It makes it possible to show the stock to greater advantage and keeps the stock fresh and clean. Good equipment also facilitates the work of the salesman and enables him to sell more goods in a given length of time. In these and many other ways, good equipment proves itself a big dividend paying investment rather than an expense. Good store equipment will pay a bigger profit on the investment than most of the merchandise the merchant sells and this profit continues to accrue year after year.

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"Literary" Ads

WE'VE SAID IT BEFORE; we say it again—fancy "literature" and ornamental rhetoric have no place in the general scheme of advertising everyday merchandise to the common people. Nevertheless, there are many clever advertising men who have a marked leaning toward flowery phrases and long drawn out sentences. They eulogize rather than advertise their goods and in their efforts at euphonious expressions, the sense of the matter is often obscured. Here's an example of ad-English such as we have in mind:

"It is generally known that this store constantly endeavors to let nothing not possessing the distinction of being exactly en vogue—nothing not worthy of special notice regarding its fabric-quality, its attractiveness and its workmanship—nothing undesirable or not of absolutely proven dependability to enter its stocks. Consequently, these Pre-Inventory Sales take upon themselves an uncommon significance, inasmuch as they involve desirable merchandise."

This was quoted from the introduction to a pre-inventory sale advertisement of one of Chicago's

greatest stores. While this is by no means an extreme example, it will serve to illustrate the stilted and involved style that is frequently used in writing ads. The adman knows what he means but the average person will have to read the quoted paragraph through at least twice to master all the double negatives and catch the exact sense. In our opinion this is a poor way to write an advertisement. English of this sort goes over the head of the average reader. If a man talked that way he would be described as "windy."

The best advertisements are those that are the easiest to read. Short sentences, short words and simple construction count for more than euphonious or alliterative construction. No one reads department store ads for their literary qualities—they are read altogether for the practical business information they contain. Pegasus is all right for the poet or essayist but the practical adman requires a less flighty steed.

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What Kind of Advertising?

NOW IS THE TIME when most merchants will begin to consider what they will do during the coming year in the matter of advertising. For this reason, a little casual analysis of this important subject may not be out of place. To begin with it may be stated that the average merchant's idea as to what constitutes advertising, is generally a somewhat narrow one. There has been during the past few years a tremendous amount of writing and talking about "advertising" and every merchant has absorbed a share of the many views expressed. But these dispensers of wisdom on the subject have in almost every instance been themselves writers of advertising and as such have talked principally about their own work. They have had so much to say about newspaper advertising that other and equally important forms of publicity have been overshadowed.

It is a not uncommon fault for the retail merchant to attach too much importance to newspaper advertising, and to spend too much money upon it as compared with other forms of advertising. We do not wish to be understood as disparaging the importance of newspaper or other printed advertising but we are convinced that in many instances, if the merchant would spend less in the newspapers and more in improving his store service, better results would be obtained.

After all, it is the store itself that is the real advertisement. The general character of the store, the values it gives and its service are the basis upon which the business must be built. The store, through its service, must back up any statement that is made in an advertisement.

A modern store that is well equipped in the matter of fixtures, that gives good values and good

service will get business and grow regardless of its advertising, but a poorly equipped store having poor service will have a hard time getting along even with a big volume of advertising in newspapers. Practically all newspaper advertising is of transient value to the store—each ad is an invitation for some particular occasion. Good service and equipment, on the other hand, serve as a permanent invitation to come to the store again and again. Any merchant who spends so much on newspaper ads that he cannot afford to equip his store properly is making a most serious mistake.

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ADVERTISING and quality are inseparable. The final test of any ad lies in whether or not it represents the article justly and it is better to understate a value than to overstate it. Some of the best and most successful stores make a practice of occasional deliberate understatement of values.

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Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of \$5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of \$5 the winner is given a handsomely lithographed certificate of award. Awards for 1914 have been made as follows:

FRANK BRUSH, San Francisco, Cal.
J. KINLOCH BROWN, Boston, Mass.
JOHN STIFF, Dallas, Tex.
C. O. JOHNSTONE, Minneapolis, Minn.
W. L. BLAYNEY, San Francisco, Cal.
EDWARD P. BURNS, Toronto, Can.
C. E. WILSON, Cedar Rapids, Ia.
R. W. McKNIGHT, Victoria, B. C.
JACK CAMERON, Des Moines, Ia.
CLARENCE E. DUFF, Marietta, O.
J. A. MITCHELL, Joliet, Ill.
MALCOLM, J. B. TENNENT, Portland, Ore.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

ANALYZING A DISPLAY

BEFORE PLANNING HIS DISPLAY IT WILL PAY THE DECORATOR TO SIT DOWN AND FIGURE OUT JUST WHAT HE IS TRYING TO ACCOMPLISH AND WHAT MATERIALS HE HAS AT HIS DISPOSAL

C. L. Childs

THE DISPLAY MAN, probably more than any other individual connected with the retail store, constantly on the alert for new ideas that can be applied to his displays. His work is done with his head quite as much as with his hands, and as much depends upon planning as upon actual work. But, while every decorator must, and does, use his head there are many who would undoubtedly do better work if they did their planning and thinking in a more orderly way. For example, there is the trimmer who gets a glimmering of a general idea and immediately proceeds to put it into execution. He does not wait to work out the details but starts work at once with only the most hazy idea as to what is to be done next. He will start out with a half formed plan with the idea that further details will suggest themselves as the work proceeds. Sometimes they do and sometimes they do not.

There is only one way to plan a display successfully, unless one wishes to trust to luck, and that is to work out every little detail before the work is started. Unity of design must be preserved in every



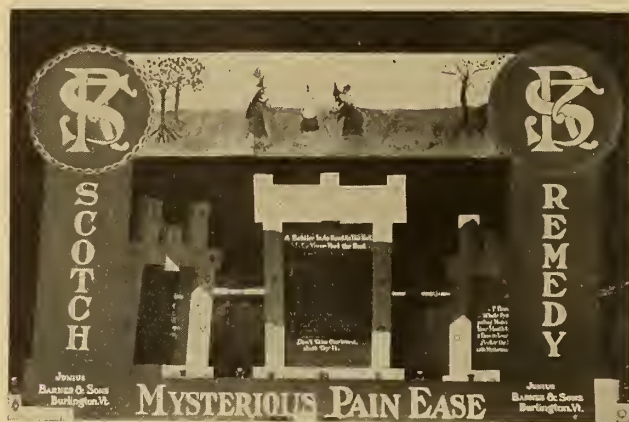
DISPLAY OF CONFECTIONERY.

perfect window setting and this means that every part bears a certain relation to every other part. To secure this unity of design, the window must be planned as a whole and not piecemeal.

Planning a setting for the regular merchandise carried by a department store is not a complicated matter, but advertising windows designed to display and sell specialties require more thought. Every window dresser is called upon at times to plan and install specialty windows for outside concerns and this work is generally reasonably profitable. It is therefore worth while to study out some of the abstract principles concerning specialty window display.

When called upon to make an advertising display of some product, the writer has found that the best thing to do is to take the time to sit down and make a careful analysis of the product to be displayed. One must consider the use of the article, its physical properties, the class of people to be interested, space and materials at one's disposal, color effects, price and many other things. In fact, the product must be dissected minutely and the analysis will serve as the foundation upon which to lay the plan for the display.

Naturally, the first consideration is that the display must sell the goods—either directly or indirectly. It



PROPRIETARY REMEDY DISPLAY.

doesn't matter how pretty or how original a display may be—unless it sells the goods it is a failure. Here is a suggestion in this connection. Take an eighth sheet or a quarter sheet card and letter on it:

"YOU MUST MAKE YOUR WINDOWS SELL THE GOODS."

Hang that card up over your work bench, where you will see it every time you look up. Bear in mind that simple admonition and whenever you are tempted to allow your artistic ideas to run away with your practical selling ideas, pull yourself up short. Remember the sign.

Back of every specialty display there should lie some dominating idea connected closely with the use or properties of the product to be displayed. After the main idea has been hit upon, the next thing to do is to develop a setting that will emphasize the idea—a setting that will bring home to the public the main idea in such a way that it will not be forgotten. In accomplishing this, originality is of value. Anything that is out of the ordinary will be likely to be remembered, but it must have a direct bearing upon the displayed product. As an example of how analysis is applied to a display plan, one or two cases that came within the experience of the writer may be cited.

Being called upon to make a special display of candies, the plans were developed somewhat as follows: University chocolates are a high-class confection made by the Crystal Confectionery Co., which is located a few blocks from the University of Vermont. Hence the name. It was necessary to design a

display that would be complete in itself and which would serve equally well in a drug, grocery, fruit or candy store. That was all of the information furnished.

In this case the main idea of the display was not difficult to determine upon. "Purity" and "Wholesomeness"—these words have been hard worked in advertising, nevertheless they are and always must be the essence of all publicity exploiting high-grade food products. As University Chocolates are made in more than forty varieties it was thought advisable to pick out one or two of the favorite kinds rather than to attempt to call attention to all of them. After careful consideration it was determined to put fruit chocolates to the front. These are candies made from whole fruit, fruit syrup, cream filling and a coating of chocolate.

Three large glass jars, one containing preserved cherries, another pineapple and the third strawberries, were put in the front of the display. Each jar had an explanatory card telling how the fruit was used in making the confections. Specimens of these three kinds of chocolates were cut open carefully to show the inside and arranged on plates. Packages of the chocolates were placed in a simple arrangement toward the rear of the display. Planning the setting was not a complicated matter.

Both the name of the product and the fact that the displays were to be used in a university town suggested giving the display a collegiate tone. The college colors, green and gold, furnished the color scheme. Next the question arose as to the dominating features of any college and it was decided that books and fraternities were as closely allied with college life as anything that could be selected. This having been settled upon. A list was obtained of those fraternities having local chapters in Vermont and their various symbols were selected for use in the decorative scheme. The "lamp of learning" and the shield were also closely associated with this university so it was decided to use them also. With this information to go on, the setting shown in the illustration was made. A row of books each bearing an initial, spelling the words "University Chocolates," was supported by two columns on which were inscribed the initials of the Greek letter fraternities. On top of the books was the lamp and at each

side was a shield with the initials of the candy manufacturers. The ground was green and the letters were in gold.

The other display that is illustrated was made to advertise a proprietary remedy. This liniment has been on the market for many years but it had received no advertising other than recommendations from one user to another, and occasionally a small advertisement in some local paper. The trademark is an interwoven S and R, signifying Scotch remedy. The name of the remedy is "Mysterious Pain Ease." In thinking over various ideas that would be suggestive of this name, "witches" seemed to answer the requirements. What could be better than a picture showing mysterious witches on a Scotch heath beside a boiling caldron, presumably preparing some of the "Mysterious Liniment." The first idea was to use manikins and reproduce the witch scene from MacBeth, but that plan was decided to be impracticable and was modified as shown in the picture. The witch scene is simply to catch the eye from a distance, but on approaching closer, one looks below the picture and sees the bottle, package, testimonials, etc. The name and trademark were made to stand out prominently. The time required to arrange this display in a window is less than ten minutes and it can be set up by anyone—an important consideration when displays are shipped out to be set up by those who are unskilled.

The purpose of the writer in setting down these observations has been to emphasize the necessity of study and analysis in any window display and especially in displays that show specialties and which may in a broad way be termed advertising windows. It is hoped that the remarks may be as helpful to some readers as other articles in this journal have been to the writer. If it does no more than make window men feel that there are other decorators all over the country who are interested in the way fellow-trimmers get results, it will have helped to bring display men closer together.

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THE MERCHANTS of Fort Dodge, Ia., are going to hold a special bargain week beginning February 23. Already the event is being advertised by the newspapers and a big newspaper and circular campaign is to be put on later.



SHOWING THE FRONT OF CROSBY BROS.' STORE, TOPEKA, KANS., DECORATED BY M. L. MILLER.

THE AD AND THE WINDOW

MAKING THE SHOW WINDOW DISPLAY AND THE NEWSPAPER ADVERTISEMENT WORK TOGETHER—DOUBLE RESULTS CAN BE OBTAINED IF THESE TWO SELLING FORCES ARE HITCHED TOGETHER

MUCH USELESS ARGUMENT is heard as to the relative merits of the show window and the newspaper advertisement as selling forces. Each has its place; each is a powerful selling force when properly used and both are equally essential to the fullest success of the modern big store. It is possible that a store might get along without show windows, or it might continue to exist with newspaper advertising, but no sane merchant would attempt to do either. On the contrary, the progressive merchant of today looks to his windows and advertising for business, and he presses both of them to the limit. It is foolish to waste time in arguing as to whether the window or the advertisement sells the most goods. The thing to do is to work out some system so both will work to their fullest possible capacity. The best way to accomplish this is to make them work together.

Arthur W. Lindblom of the New England Furniture & Carpet Co. of Minneapolis is an adept in handling his window displays in close co-operation with the advertising and sales departments. On several occasions in the past we have described some of the original ideas he has worked out. Here is a recent scheme of his that promoted a big sale of kitchen cabinets. The two pictures show companion windows.

In the first window was shown an old-fashioned kitchen with a woman tied down to her work with heavy ropes. Kitchen utensils of all sorts were scattered about in a slipshod way upon the table, chairs, floor and in the sink. The other picture showed a modern kitchen and illustrated the con-

For One Week, Commencing Monday, November 9th
Valuable Aluminum Cooking Utensils Without Cost
 One of "The New England's" Most Attractive Offers

We include the Aluminum Illustrated Below **FREE** With Every McDougall Kitchen Cabinet

THE ALUMINUM COOKING UTENSILS
 Herein Described are the Highest Grade Obtainable—the Famous "S. S. White" Ware. The Regular Retail Price of the Complete Set is from \$8.50 to \$12.50.

Examine the Aluminum Illustrations Carefully
 THE FIVE DARK FIGURES in the picture show the Five Pieces that make up the Combination Set, (the Combination Looker can be added)
 THIS SET usually makes a cost of Eight of the Most Useful Utensils used in the Kitchen, namely:
 TWO-QUART COFFEE PERCOLATOR with Plate
 TWO-QUART COLLANDER
 TWO AND ONE-HALF QUART HEAVY LIPPH SAUCE PAN
 TWO-QUART PUDDING PAN
 SIX-QUART BEANS KETTLE
 DEEP ROUND ROASTER
 TWO-QUART DOUBLE BOILER

Every Cabinet Will Be Sold at the Regular Established Prices, No Additional Charge Being Made on Account of the Gift of the Set of Aluminum Ware.

FURTHERMORE: If you act at once, you can buy any model of Cabinet you choose on the Convenient Terms of \$3.00 Down and \$1.00 on Month, or \$1.00 Down and \$1.00 per Week.

AND, AS LONG AS OUR SUPPLY LASTS WE WILL INCLUDE, WITHOUT CHARGE, THIS GUARANTEED FIVE-PIECE COMBINATION SET OF THE FAMOUS "S. S. WHITE" ALUMINUM COOKING UTENSILS.

WE MAKE NO OFFER AT THIS TIME in connection with the Thanksgiving Season (excepting Thanksgiving Day) but we are now having a special offer on the McDougall Kitchen Cabinet and a set of ware will be delivered immediately on Payment of either \$1.00 or \$3.00, according to whether the customer accepts the Monthly or Weekly Arrangement of Payments.

IF YOU HAVEN'T A KITCHEN CABINET IN YOUR HOME, you are missing one of the most valuable pieces of household furnishings. It saves space, it saves a lot of time, and it is a constant delight, particularly where the dear little ones work.

"McDOUGALL" CABINETS are not cheap Cabinets, and represent the last word in Kitchen Confortables.

Here Are Some of the Famous "McDougall" Features:
 REMOVABLE ALL METAL FLOOR RIDGE
 EXTRA HELP IN CHINA CLOSET
 CHINA CLOSET OF AMPLIFIED SIZE
 REFRIGERATOR DOOR
 GLASS (SHOWABLE) FLOOR BIN
 LARGE HOODY WORK-CUPBOARD
 BACK FOR EXTRACT BOTTLER
 GLASS REMOVABLE CUPBOARD
 RACK FOR SPICE JARS
 MORTISING AND HUNG BOARD
 FULL-LENGTH TABLE TOP, VICTROLA PLATED
 DEEP DIVIDED CUPBOARD DRAWER
 EXTRA LONG LINER DRAWER
 RACK FOR TONGUE SOLIDITY, ETC.
 SANITARY WIRE WASHING SINK
 BIG PROOF OVEN—CUPBOARD
 METAL HEAD AND CUPBOARD
 SANITARY LEG HAVE-RAVE TO CLEAN UNDER
 BALL BEARING, RUBBER CASTERS, ETC., ETC.

PRICES—RANGE FROM \$31.35 to \$46.20

This Is One of the Most Remarkable Combination Bargains We Ever Offered, and Sale is Limited to the Week of Nov. 9-14

THE NEW ENGLAND
 MARQUETTE AVE. FROM 5TH TO 6TH STREETS

See Display of the various models of Cabinets in our Show Windows—also the Free Aluminum Ware.

Watch the Illustrations in the Show Windows—also the Free Aluminum Ware.

A PAGE AD OF SPECIAL SALE

venience and compactness of a kitchen cabinet. The purpose of the two displays was to point out to the housewife the great saving of work and unnecessary steps through using a kitchen cabinet instead of the old-fashioned makeshifts that the woman in the kitchen had to make the best of. It is unnecessary to go into further detail as to these windows. It is an undisputed fact that a kitchen cabinet is a great saver of time and work, and these two windows point out the fact quite forcibly. And if the windows were not plain enough to be under-



ILLUSTRATING THE DRUDGERY RESULTING FROM THE POORLY EQUIPPED KITCHEN.



SHOWING THE MODERN KITCHEN.

stood by the most obtuse, there would be no escaping the explanatory show cards which were much in evidence.

On the morning when these windows were first opened to the public there appeared in the Minneapolis papers a page advertisement of kitchen cabinets, with an offer of certain utensils free with each cabinet sold. One of these advertisements, which is reproduced here in miniature, was pasted inside the glass of each window. At the same time the inside of the store was cleared for action. In the section where the cabinets were displayed everything was made shipshape and ready for demonstration of the cabinets. The sales force had previously been given special instruction as to the cabinets and utensils, and was ready to answer in detail any question that might be asked.

Because of this co-operation and thorough preparation the sale was a big success and a great number of cabinets were disposed of in a remarkably short time. Mr. Lindblom, who has the title of sales captain as well as display man in the New England store, has conducted many successful sales along similar lines. Any scheme that he undertakes is fully worked out to the smallest detail before it is "put on." That is one secret of his success. Another is that he has the fullest co-operation from every department in the store.

All this goes to show convincingly the importance of close team work between the advertising, window display and selling departments. Yet there are many stores in which this spirit of co-operation is lacking. The display and advertising departments work along their own lines and have little connection with each other except upon some spe-

cial occasion. Possibly this may be the fault of the display man, or it may be the fault of the advertising department. Misguided rivalry is sometimes to blame. At any rate, the display man and the advertising man should get together and have an understanding which will be to the advantage of both.

Another thing: The average display man who understands his business can easily work himself into the executive councils of the store if he will study the selling end of the business carefully. This entails more work and possibly more responsibilities, but it also means a greater usefulness, which will be paid for. The display man of today has before him great possibilities if he understands the selling end of the game as well as the display end. He will have no trouble in going as far as his ability will carry him. Now, at the beginning of the year, is a good time to make a few resolutions that may tend toward future advancement.

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Advertising Advice

ALL ADVERTISING helps but not all advertising is equally profitable. If the merchant feels that his advertising is not pulling as he thinks it should, it would be a good idea for him to get some unbiased outside advice. Most newspapermen know more or less about advertising and any of them will be glad to give advice if it is asked for. It is an easy matter to get into an advertising rut, or gradually to drift from the right course until one is far astray without realizing it. The outsider usually can see this quicker than the man who writes the advertisements and for this reason his advice is generally worth listening to.

Fighting Fake Ads

QUITE A FUSS has been made about dishonest advertising. In dozens of states and many cities statutes and ordinances have been passed with the view of punishing dishonest advertisers. The results however have not been so satisfactory as might have been wished by some of the more enthusiastic backers of the movement. It is true that there have been some successful prosecutions on the charge of fake advertising but these have been pitifully few compared with the great number of offenses in this line that are being committed every day. The law which has been most generally adopted is a decidedly good one—it is altogether explicit and is so plainly worded that there is no trouble in securing a conviction providing a real offense has been committed. Here is the law that has been adopted most generally:

1. Any person, firm, corporation or association who, with intent to sell or in any wise dispose of merchandise, securities, service, or anything offered by such person, firm, corporation or association, directly or indirectly to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or an interest therein, makes, publishes, disseminates, circulates, or places before the public, in this State, in a newspaper or other publication, or in the form of a book, notice, hand-bill, poster, bill circular, pamphlet or letter in any other way, an advertisement of any sort regarding merchandise, securities, service, or anything so offered to the public, which advertisement contains any assertion, representation or statement of fact which is untrue, deceptive or misleading, shall be guilty of a misdemeanor, and upon conviction thereof shall be fined in a sum not to exceed one thousand dollars (\$1,000) or imprisoned in the county jail for a period not exceeding one year, or by both such fine and imprisonment.

2. This act shall take effect immediately.

Nothing could be more unequivocal, nor more comprehensive. Nevertheless, it is safe to say that not more than one out of a hundred offenders against this law is made to answer. For example, an ordinance like the foregoing was passed by the city council of Chicago nearly a year ago, yet there have been only two or three prosecutions where there might have been hundreds had any one taken it upon himself to secure the evidence and register complaints.

Getting evidence of false advertising would be an easy matter, not only in Chicago but in almost any city. A certain class of merchants habitually make statements of comparative values in their newspaper ads and on show cards that are grossly misleading—or would be if they were believed. It

is nothing uncommon to see suits and overcoats displayed in windows with cards that are designed to make the public believe they are being sold for a small fraction of their value. Sometimes these are genuine bargains but many times they are rank frauds. The average adman can tell at a glance whether these "bargains" are genuine or not. If they are not genuine, the offending merchants should be prosecuted wherever there is an ordinance to cover the case.

There is little trouble in securing a conviction under this ordinance. All one has to do is to purchase a wrongfully advertised article upon which the value can be established readily. The law is so explicit that the judge has no alternative but to punish the culprit. As an instance, a merchant advertised an overcoat as "Worth \$25.00—Reduced to \$15.00." An ad-man investigated and discovered the garment to be one of the "Style-Plus" brand which is widely advertised at the uniform price of \$17.00. The ad-man swore out a complaint; the evidence was submitted in court and the advertiser fined. The fine however was of small moment compared with the adverse advertising this merchant received.

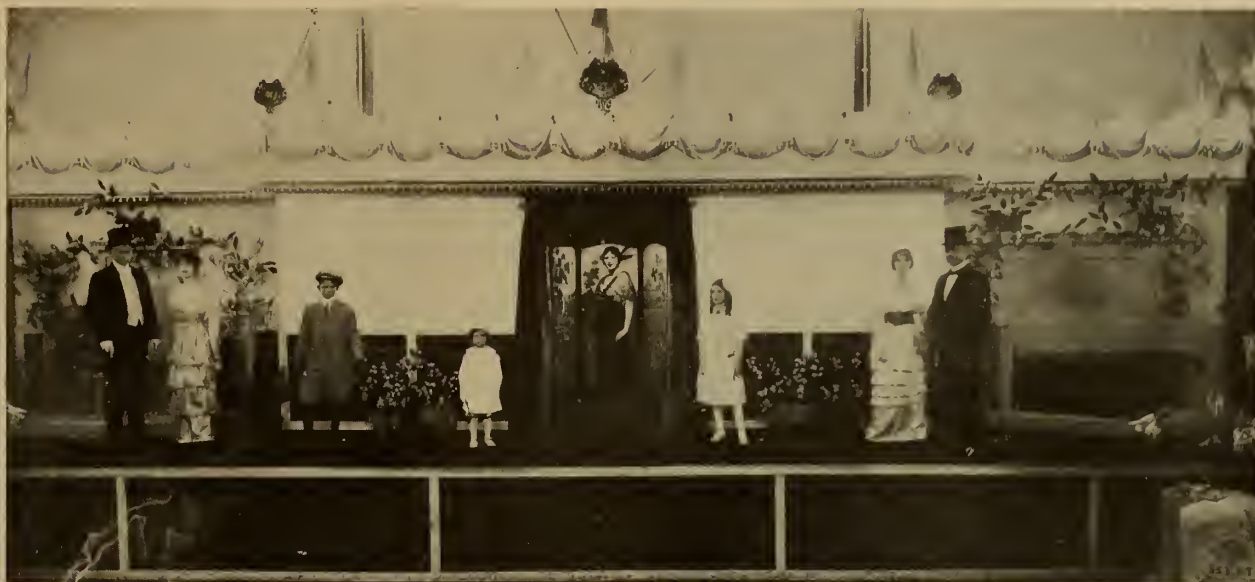
The trouble with most "Vigilance Committees" is that they don't care to push any but flagrant cases. If they would push some of the minor offenses, the big ones would not occur. The "Fake Advertising" law is as good as a law could be made but it is useless unless it is enforced. It is time to get busy.

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Course in Merchandising

THE Second Annual Short Course for Retail Merchants will be given under the direction of the General Extension Division of the University of Minnesota, in Minneapolis, February 8 to 13, 1915. Addresses and demonstrations of a most practical nature will be given by men nationally known as leaders in their respective lines. Among the subjects to receive special attention are: Retail-Store Buying, Pricing, Advertising, Salesmanship, Accounting, Credits and Collections, Store Service, Cost of Doing Business, Store Arrangement, Stockkeeping, Store Fittings, and Special Studies of Merchandise.

Last year's course at the university was voted a big success by the 138 merchants who were in attendance through the whole week. The success of this first meeting helped to start short courses for retail merchants in several other states. This year the university has determined to give a still better program by using the experience of last year in selecting that which the merchants themselves want the most. Every effort is being made to plan a program that will profitably employ every minute that a merchant spends at the course. A large attendance is expected.



A SETTING FOR LIVING MODELS BY C. E. WILSON FOR THE KILLIAN CO., CEDAR RAPIDS, IA.

Manufacturer's Helps

WE HAVE COMMENTED in previous issues upon the fact that the average manufacturer rarely supplies the sort of advertising matter the display man can use to advantage in his show windows. There are some manufacturers, however, who have studied the window display problem and therefore supply advertising matter the decorator is glad to get. At the Chicago convention of the I. A. W. T., Mr. H. J. Sanders, sales and advertising manager of the Delttox Grass Rug Co. of Oshkosh, Wis., made an address on this subject. We quote him in part as follows:

"When it was first suggested that I address the convention on 'Co-operation Between Manufacturers and Window Trimmers,' while I believed the subject was a very timely one, I did not think it possible to deliver an address on the subject, preferring to feel that on such a subject 'actions speak louder than words.'

"However, co-operation is today, in my mind, one of the considerations to be placed before a merchant in these days of keen competition to secure business. A buyer's considerations used to be price and quality, then in addition styles, then in addition service, and now in addition co-operation.

"Co-operation is now a very much discussed question, but it is ever new according to the willingness of each side and the actual carrying out of purpose and promises.

"After the goods are sold at the right price and quality and service given in delivery, co-operation between the manufacturer and buyer embraces assistance in selling the merchandise as follows: A co-operative follow-up plan in connection with inquiries received from general publicity or magazine advertising; various selling ideas, among them being attractive window displays.

"During the first few months of my work with the Delttox Company I did not realize what an important factor window displays were—but I have lately come to realize it more than ever, in a large measure due to the co-operation and work of my friend Mr. Lindblom, your worthy vice-president.

"Our extensive advertising plans for the season just past included various forms of advertising helps shown in the Delttox Book of Advertising issued for the use of the window trimmers as well as the ad man and department man—every window trimming department should have a copy and it will cheerfully be forwarded upon request. This book contains several suggestions for the window trimmer, but we expect to enlarge this feature next year, realizing that window displays play an important part

in the selling of merchandise, as show windows place publicity for the advertising manager where distribution of his product has been accomplished.

"In the past we have assisted the window trimmer by furnishing him various decorative helps, such as bunches of grass, attractive show cards, novelty pennants made from our fabric, advertising rugs with firm name or symbol on them, making rugs in various sizes as required, we even went so far last season as to make up what we called a 'cubist' design for a novelty window idea for your Mr. Lindblom.

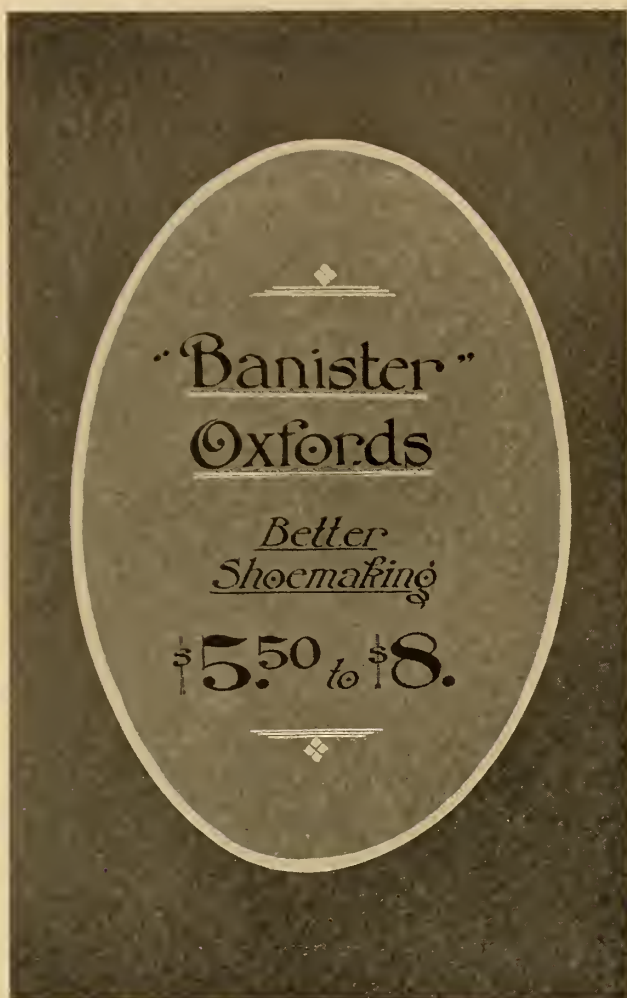
"On the other side of the question of co-operation, one must naturally inquire, 'Do the window trimmers use all the material manufacturers send them?' If not, why not? Possibly some of the material is not adapted for your use, possibly some of it is too large or cumbersome, or possibly the advertising manager, with good intentions, has prepared something that you find impractical or that you feel is not in accord with your ideas of good advertising—then what do you do? Lay the material aside, do not use it, and say nothing to the manufacturer? I would suggest that the window trimming department at times get in touch with the advertising department or the buyer in the merchandise department and submit criticisms and in turn have these criticisms forwarded to the advertising department of the manufacturer. Possibly the manufacturer's advertising manager, knowing the limitations as well as the popularity of his merchandise can produce ideas or material that will better suit your requirements, or he may be able to offer suggestions for the use of material sent.

"I, for one, would welcome criticisms or suggestions, feeling that they are offered in the true spirit of the co-operation between the manufacturer and window trimmer that we are seeking, realizing that without full co-operation on the part of the window trimmer the last link in my advertising chain is missing.

"Again, the window trimming department may find that co-operative window displays will assist the merchant as well as the manufacturers. By co-operative window displays I mean combining two lines of merchandise that are related but not competitive. I believe, if two manufacturers of such related non-competitive lines received such a suggestion, as for instance, porch shades shown in connection with Delttox rugs during the spring and summer, that very effective co-operation and attractive displays could be secured."

§ §

SOME of the high class stores keep the show window shades down on Sundays and also decline to advertise in the newspapers on that day. This custom in some instances was begun many years ago and will probably be continued for many years to come.



AN ATTRACTIVE HALF SHEET.

THE TRADING STAMP is hard to down. Now the same scheme bobs up in the form of mileage coupons which are given to the cash customer at the rate of one mile for each dollar spent. In principle this scheme is practically the same as the trading stamp. It looks good in the beginning but proves an "Old Man of the Sea" before the merchant is finished with it.

x x

ONCE MORE! Keep war pictures out of your show windows. They detract attention from the merchandise and shut off the view of people who would like to look at the displays. The more interesting the pictures are, the worse they are for the windows.

x x

SOME of the big stores have rooms for Red Cross workers. One of the big Philadelphia stores has such a room that is used principally for children. Instructors are on hand to teach the children how to sew and knit and the classes have been well attended. Red Cross work offers a good opportunity to bring more people to the store and it is also a might good cause to work for.

Water Colors

THERE IS NOTHING that will help the window display man more than a knowledge of water colors and how to use them. The man who can draw and color can in a few minutes sketch out a scheme of decoration and show it to the boss. The picture will tell more in a minute as to colors, etc., than could be explained in words in a week.

In many stores, the management requires colored sketches before any important settings are decided upon. If the display man cannot make the drawings, as is sometimes the case, he has them made under his personal supervision. It is much simpler, however, if he can do the work himself.

Water color work is not especially difficult to learn if the display man understands perspective and knows how to use a brush. A few lessons, however, are required to start one on the right road. In every city and in almost every town there is someone who can give instruction in water color work, and after one gets the right start, the rest is all practice. The decorator who has a knack for this work and who will trouble himself to take a few lessons, will find himself amply repaid, not only in the assistance it will be in his work but in the pleasure he will get out of making the pictures. Painting with water colors is not only one of the most inexpensive of hobbies but also one of the most delightful. Tre it and see.

x x

IN DESIGNING BOOTHS some decorators find it a big help to first make a small model of old cigar boxes. The little models are colored up complete.

x x

IN NEARLY EVERY TOWN there is one newspaper that is cleaner and better than the others, yet some merchants give the good paper no more advertising than the poorer ones. A well-run newspaper deserves recognition quite as much as a well-run store.

x x

USE A FEW FLOWERS in your White Sale displays. Even if the windows are not intended to be pretentious the flowers will freshen up the merchandise and make it appear far more desirable. The cost is trifling.

x x

THE CARD WRITER who does as much as possible of his work beforehand saves himself much rush work. For nearly every big event the cards can be made in advance much better than if one waits until the last minute. Cards for the Spring Opening windows can be made during the next few weeks and the card writer can take his time to do them properly.

Coming to the City

EVERY YOUNG DISPLAY MAN dreams of coming to New York or Chicago and getting a job with one of the big stores he has read so much about. That is a commendable ambition but he should be very sure of the position before he gives up the job he is holding and makes the break for the big city. Good window dressing jobs in New York or Chicago are mighty hard to get by the young man who drifts into town with a letter of recommendation and a bunch of photographs.

There are so many ambitious young men arriving in the big cities every day that the market is generally glutted and, as a result, the decorator has a weary time walking the streets until he finds an opening—providing he is lucky enough to find one at all.

Except in a few stores where the display men seldom change, salaries paid in the big cities are as low or lower than those paid in smaller places. The cost of living is higher and generally the work is harder. Nor can very many display men in big cities count much on the future unless they have been a long while with the store.

Altogether the decorator of average ability is much better off in a smaller place. But, if one has made up his mind to break into the big city—arrange for the job first.

✕ ✕

IN MANY STORES speed counts for almost as much as skill in window display. No matter how well a man can handle merchandise, if it takes an hour to place a suit, he will have little or no advantage over the less artistic worker who can get his displays in quickly. Learn to work fast.

✕ ✕

LOOK OUT for little things in your windows. They are as important as the big things, for there are many more of them. When your display is in, step out on the pavement and look it over as carefully and as critically as if it had been put in by the display man across the street.

✕ ✕

YOU WILL NEED various forms and fixtures for your spring displays. Make up your mind what you want and order them as soon as you can—the sooner the better. Manufacturers make most of their fixtures after the order has been received, and if it is left to the last minute, you are making yourself liable to a disappointment.

✕ ✕

INDICATIONS point to an unusually large number of new stores being built or remodeled during the coming year. This applies particularly to cities in agricultural communities. The immense crops of last year, combined with good prices for them has produced a stimulating effect on business wherever there are plenty of farmers to raise crops.

Today and Yesterday

AN OLD TIMER WAS TALKING. "These young trimmers of today make me laugh when they complain that they can't get this or that material to decorate their windows with. They should have worked in the old days and they would appreciate what an easy time they have of it now.

"Why, when I was a youngster, learning the business thirty years ago, a man was lucky if he had a tack hammer to work with. About everything we used we had to borrow and when it came to fixtures—there weren't any—except those we made ourselves.

"I have gone into a window to put in an opening display with nothing but a few boards and a lot of cheesecloth. We never thought of using flowers where I worked. Scenic painting in a show window at that time was a curiosity.

"For very special occasions we would make a lattice framework of waste packing cases and cover it with cheesecloth or tissue paper. There were some fixtures manufactured but they were principally upon the 'tree' order—designed to hang as many things on as possible.

"When it came to spending money for decorations, five dollars a window was a lot for a big store to pay out. In those days we had to work out our own salvation so far as decorating materials went. That is the reason that most of us were always tinkering with some sort or other of mechanical contraption that never would run when it was expected to. Animals made of handkerchiefs were popular in those days—we all made them and thought they were great. Furthermore our bosses thought them great stuff because they attracted a lot of attention.

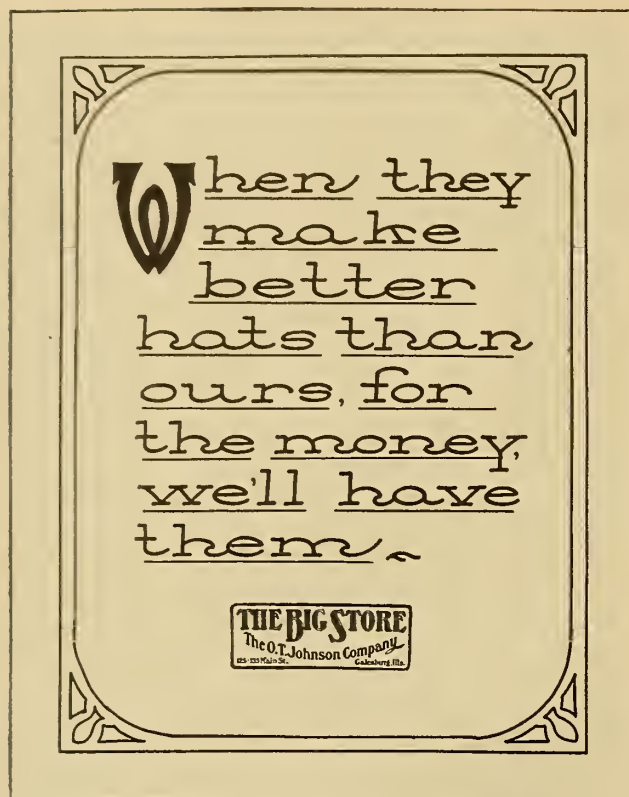
"The trimmer of today should consider himself lucky. He has thousands of things to work with that we old timers never dreamed of. He can get every conceivable kind of a fixture and dozens of live concerns are hustling for new decorative materials for him to use. He's lucky but he don't know it."

✕ ✕

SOME merchants seem to have a peculiar idea as to what advertising will do. They expect the ad not only to pull the customer to the store but to pull the money out of his pocket after he gets there. When the ad has brought in the customer, the merchandise and store service must do the rest.

✕ ✕

JUST BECAUSE they are sale windows is no reason why the merchandise should be crowded until the articles are piled on top of each other. The underlying principles apply at all times and well displayed goods will sell much more quickly than those which are jumbled together.



A PAYZART PEN CARD BY DICK BLICK.

IF HE HAS A KNACK FOR IT, every display man should learn to write ads. There is nothing mysterious about ad writing and it is not at all difficult for one to learn, providing he has a fairly accurate idea of English construction. The technical side of the business can be picked up in a surprisingly short time. The clever display man who also can write good ads need never look long for a good position.

x x

NEXT MONTH the display man will have Washington's Birthday, Lincoln's Birthday and Valentine Day to decorate for, to say nothing of the many local events that will call for special displays. In recent years, St. Valentine's Day has not received the attention in show windows that was accorded it in former years. After all, unless one is selling lines that have a special demand on this day, St. Valentine's day is not a very important occasion for special decorations—unless the display man is merely looking for an excuse.

x x

IF YOU ARE UNCERTAIN as to what you are going to do for Spring Opening displays, get a copy of the "Art of Decorating Show Windows and Interiors." It contains hundreds of good ideas that can be used in Easter windows and tells practically all there is to know about the principles of display. Send \$3.50 to the Merchants Record Co., 431 S. Dearborn St., Chicago, for this valuable book. We will return your money if the book is not satisfactory.

Eliminating the Faker

MERCHANTS OF BLOOMINGTON, ILL., have grown tired of supporting all sorts of wild cat advertising schemes that are of no benefit to anyone but the promoters. They got together recently and entered into an agreement to do no advertising during the coming year except in authorized mediums of regular circulation. Here is the agreement:

"We, the undersigned, Merchants and Business men of Bloomington, Illinois, hereby agree to enter into the following agreement for the term of one year from December 1st, 1914 to December 1, 1915.

"That we will not transact business with any solicitor for advertising of any kind excepting newspapers unless they have, and present a sanction card issued by the Commercial club of Bloomington.

"All advertising and ticket selling propositions, shall be investigated by a committee of three men, who shall be appointed by the president of the Commercial club, said committee to serve for a term of three months.

"After a thorough investigation into the merits of such propositions as may come before said committee they will either issue a card of endorsement or turn the proposition down.

"It is understood and agreed that every signer of this agreement shall use his own pleasure about patronizing any solicitor who has a sanction card issued by said Commercial club.

Better Than A Clearing Sale

Actually, 33⅓ to 50 %
Discount on all of our
New Suits And Overcoats.

Study these Reductions

~~\$22.50~~ And ~~\$25.00~~ ... **\$17.85**
Atterbury Suits & Overcoats

~~\$27.50~~ to ~~\$32.50~~ ... **\$21.85**
Atterbury Suits & Overcoats,

~~\$35.00~~ to ~~\$50.00~~ ... **\$29.85**
Atterbury Suits & Overcoats,

AN AIR BRUSHED SALE CARD.

Young Man

Which Way Are You Taking?

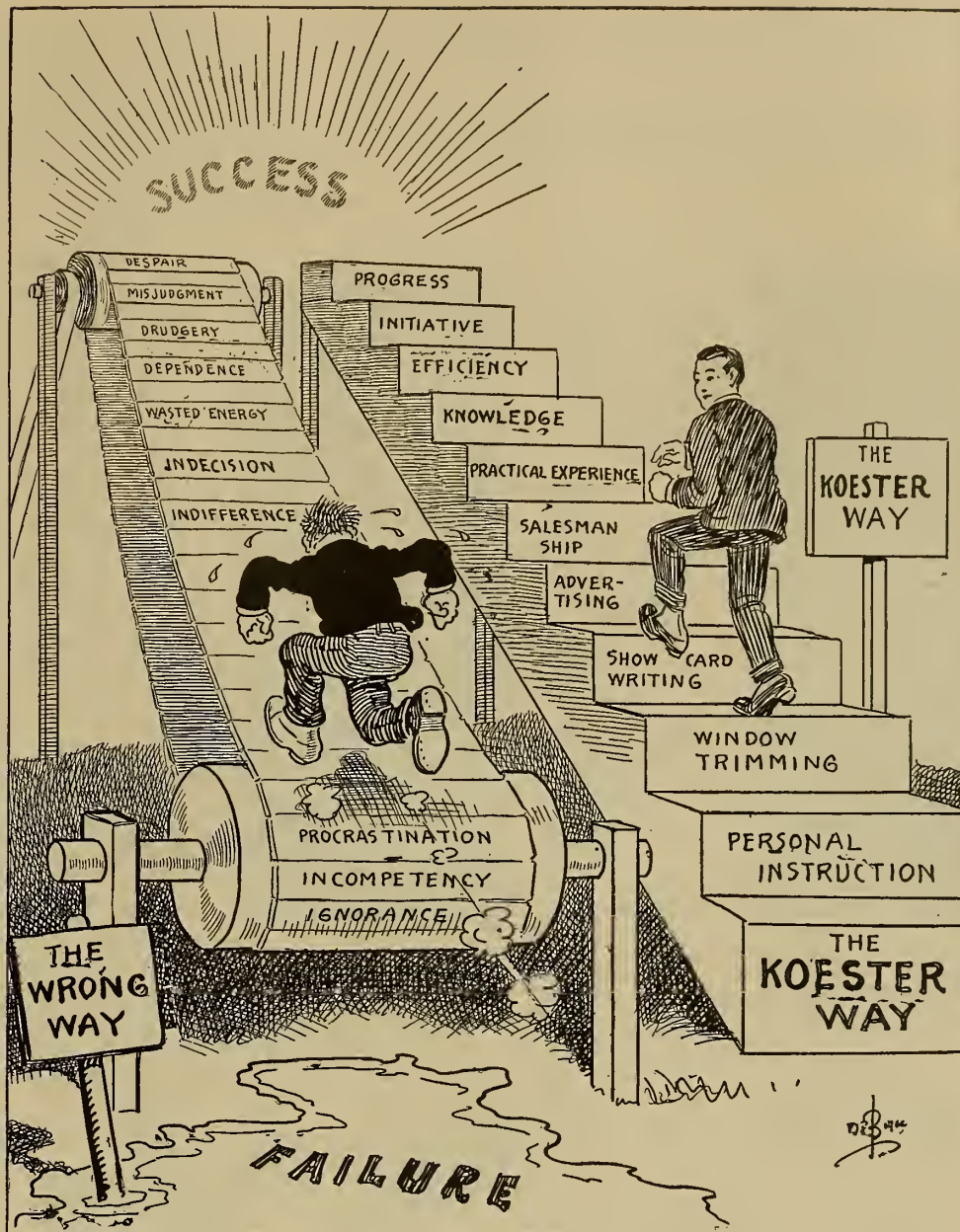
Let 1915 see You Started on the Right Road to Success

The man who puts off from day to day, and year to year, his opportunity of learning quickly all the intricacies of his calling, soon is outdistanced by all the more ambitious young men, who take advantage of thorough training given at the Koester School.

IT IS NOW EASY

to get Koester Instruction, because we can give you our course either by mail or by personal work at the School. We teach

Window Trimming
Advertising
Salesmanship
Store Accounting
Card Writing
Scenic Painting



WHICH WAY ARE YOU TAKING?

All Our Studies Are Explained in Special Booklets

These booklets should be in the hands of every clerk and merchant—they outline the way to the greatest possible success for you in your future work. They show the work of many of the thousands of successful Koester men. They show you how you can study at home and pay in easy monthly payments, or how you can attend the school and devote all your time to study under close, personal supervision of the best instructors in the world.

Window Trimming is the only study we do not teach by mail.



Send at Once
for Any or All
of These
Books

FREE

USE THIS COUPON

The Koester School, 215 S. Market St.
Chicago

Date.....

Please send me your books giving me information on the following subjects:

☐ Window Trimming

☐ Scenic Painting

☐ Card Writing

☐ Correspondence Instructions

☐ Advertising

☐ Card Writing Supplies

☐ Salesmanship

☐ Store Books

☐ Store Accounting

Yours truly,

Name

Town

State

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS
WITH A FEW CHANGES THEY MAY BE MADE TO
APPLY TO ANY BUSINESS—WORK THEM
OVER TO SUIT YOURSELF.

Men's Suits. \$20.00 to \$35.00 Values at \$12.50, \$16.50, \$19.50. This is a sale which could not have been arranged in any year of usual business conditions. Not a single Suit would ordinarily sell for less than \$20.00 in the Loeser Store, and a very large proportion are \$35.00 Suits. The fabrics are some of the most exceptional from foreign and domestic mills. Many of the Suits are silk lined. All of the tailor work is up to Loeser standards, and some of the Suits are in 1915 spring styles—a most unusual advantage. Never within our experience has such a sale occurred in December. Seldom indeed have the January clearances afforded equally good values and similarly desirable Suits.

Men's Worsted Union Suits at \$1.65. Aside from the quality of these garments—which is typical of the best that \$2.50 and \$3.00 can buy—the finest feature of these garments is that they are the best fitting Union Suits on the market today, irrespective of price. They are made with closed crotch, and are cut and shaped to the figure in the making rather than coerced into it in the wearing. Both medium and heavy weights, in a high grade natural worsted.

Saks on the Art of Spending Money. A waiter who had received a small tip from a certain rich man said: "If I had your money I wouldn't squeeze a nickel so hard." And the rich man answered: "If you squeezed a nickel as hard as I do you wouldn't be a waiter." But that is only a half truth—squeezing a nickel is often fatal to both the nickel and the owner. Saks clothes have never been exploited from the viewpoint of price alone, but rather as a combination of quality and economy. What we do contend is this: That the art of spending money consists in getting an honest equivalent in return, and that SAKS clothes are equal in quality and workmanship to the amount you pay for them, and that they are superior to other clothes in this one respect—that they possess a degree of character and style which you cannot duplicate for love nor money elsewhere.

Mackinaw Sport Coats at \$3.95. Values \$6.50 and \$7.50. Big values for boys—a snappy, capable model, with extra large shawl collar, and patch pockets. Made of Mackinaw plaids in a great variety of colorful patterns. Serviceable, good looking, and splendidly made and finished. Sizes 8 to 18 years.

Men's 50c and 65c Silk Scarfs, Special at 29c. Not an accumulation of depleted neckwear stocks, but an immense purchase of scarf silks from several mills, and every scarf made to order for this important sale. The most diversified collection of silk neckwear ever offered at this price, and certainly the most distinctive. The variety is literally tremendous, a veritable labyrinth of color and design. But it is a choice variety—a variety wherein discrimination may choose at random without fear of disappointment. And every scarf in the selection is full grown, with the girth and gusto of generous lines—fertile, not famished; liberal, not lean—cut in that big, broad, open-ended fashion which is the insignia of quality in better neckwear.

Umbrellas at \$1.95. Standard \$3.00, \$3.50 and \$4.00 Values *Rain or Shine!* With an enviable record for umbrella values, we unhesitatingly pronounce these umbrellas the best values in our experience, and they afford a range of selection seldom to be found at regular prices. They are made of fine taffeta and Gloria silks, and the handles, both fancy and plain, are positively a feast of variety.

A New Era in Merchandising for the Year 1915—We opened our great January sales with a tremendous business, and this means beginning the year 1915, the first year in our new building, under a merchandising policy that will before the year is out revolutionize the trade on women's fine wearing apparel in Chicago. This clearance sale will demonstrate the forcefulness of our merchandising policy in no uncertain manner.

We Have Learned a Lesson That Means Much—much to us and much more to you. During the past year, while building, we have probably sold women's fine wearing apparel cheaper than it has ever before been sold. The result is too well known to all Chicago to need any comment. The question we have debated at length is: "WHAT WOULD BE THE RESULT if we continued that unusual price policy for one year in our splendid new building as it now stands?" We have good reason to believe that it would more than double our business, and we have resolved to do it; therefore keep your eye on the values we will offer every day this year.

Boys' and Girls' \$5.00 and \$6.00 Coats \$3.95. Every Coat that was \$5.00 and \$6.00, in sizes one to six years, is now marked \$3.95. This means, for the boys, very straight, boxy coats of chinchilla, mixtures, rough weaves in about all colors. It means for the little girls a beautiful variety of velvets, corduroys, serges, mixtures and chinchillas, in styles that little girls will like, velvet trimmed, sometimes belted, adorned with big buttons, and it means a great deal of warmth.

Men's Superfine Silk Scarfs at a Fraction of Their Actual Worth. Made exclusively of imported silks. Beyond reproach and beyond approach! These Scarfs have not been in the house more than seventy-two hours. They represent an important purchase of foreign silks, which we have had made up for the special purpose of meeting the unusual demands of the festive season. And take it from us, there are no Scarfs like them! They are the richest silks that the old world can produce, and the best values that the new world can offer. New York has never before seen Scarfs like them, at 95c and 65c—they are the top-notch of opportunity in fine quality neckwear.

No Substitute for Work in a Man's Life or His Clothes. You cannot build a career without work. You cannot make a good Suit without putting hours of labor into the tailoring. One is as true as the other. Tailors who begin with good fabric and slight the tailoring are like some brilliant, bubble chaps who "blow up" suddenly. They skimp the work. There are too few laboriously taken stitches, too many hours lost that should have been sewing SERVICE into the coats. Loeser Clothes are made to last, to stay in shape, to look well as long as the fabric will hold together.

12,000 Pairs Men's Hose at 29c that are beyond question the most diversified collection of half hose yet assembled at this figure. Full fashioned hose, plain black and colors, with reinforced heels and toes. Clocked seamless hose, plain black and colors, with double toes and heels. Seamless hose, plain black and colors, with double heels and toes. Silk and wool hose, in smart mottled effects, with double soles, heels and toes. All silk hose, in hairlines, cross stripes and fancy figures. Black and colors. Two-thirds are perfect—one-third are infinitesimally irregular.

Overcoats at \$25.00. Form-fitting double breasted that are beauties—swagger kimono shoulder coats—smart button-through styles—conservative coats that are not conservative—in all the fabrics and colorings you can think of, but specializing on the prevailing preference for plain grays and blues.

Misses' Dresses at \$23.00. Values \$45.00 to \$60.00—*Special Tomorrow.* There are nearly 200 of these Dresses and the variety is such that there is only one or two of any one style. Developed in imported plaid or plain silk chiffon velvet over satin charmeuse, silk nets and all-over laces, combined with either satin or radium taffeta. Shown in a remarkable selection of models, in which choosing will be the easiest thing in the world, for they are one and all Dresses of superlative beauty and insistent charm. 14 to 18 years.

Fur-Trimmed Suits at \$17.50, of the \$35.00 Grade—*Special Tomorrow.* Low as may be the price for these Suits, the selection nevertheless embraces models whose character and making would ordinarily cost twice this figure. There are the newest short and medium coat styles, as well as pleated effects, attractively trimmed with fur, and the alternative of a circular, a flare, or a semi-tailored skirt. Heavily interlined and lined throughout with peau de cygne to match. Made of wool failles, covert cloths, gabardines and chiffon broadcloths, in black, navy, nigger brown or Russian green. Sizes 34 to 44.

Women's Fur-Trimmed Tailored Suits. These Suits are from stock exclusively—they are the representative models and materials of the hour—they offer a variety of selections

Plan Your Spring Displays Early

Send for our beautiful colored Spring Catalog before you plan your Spring displays. This book is filled with splendid ideas and suggestions for Spring displays. We have the best line of imported and domestic flowers and other decorations we have ever offered. You will find our prices right.



Apple Blossom Spray

An exquisite spray of beautifully tinted pink blossoms of various sizes. Perfect in shape and color. Doz. \$2.00
Gross \$21.00



Smilax Vines

This is the finest smilax that can be produced. Fine green leaves. Gross vines \$7.50



Daisy Spray

A splendid flower for Spring decorating or for white sales. Six flowers and fine foliage. Doz. \$3.00
Gross \$35.00



Morning Glory Vine

An excellent vine with 3 handsome flowers and a lot of fresh green foliage. Fine for any season. Doz. \$1.25 Gross \$14.00



Peach Blossom Spray

A perfect flower for Spring or white sale. Beautiful blossoms in rich pink tints. Perfectly made like all Botanical products. You cannot find a more attractive flower than this one. Doz. \$2.00
Gross \$21.00



Violet Vine

A Spring vine that will please the most particular decorator. Flowers daintily colored and true to nature, leaves a fine Spring green. Dozen \$1.25
Gross \$12.00

Rose Vines (Not Illustrated)

Our rose vines are as perfect as artistic workmanship and the best materials can produce. The flowers are unusually handsome. The leaves blend beautifully with the roses.

Special Rose Vine with 3 roses. Doz. \$2.75 Gross \$30.00
Special Rose Vine, 6 roses. Doz. \$5.00 Gross \$55.00



LOOSE APPLE BLOSSOM

Loose Apple Blossoms

Per gross - 50c
Per hundred gross lots - \$37.50

Wisteria

This Botanical Wisteria is one of the best Spring decorations that has ever been offered the window dresser. The flowers are attractively tinted and the leaves are a rich green. A showy and appropriate decoration at a small price.

Bunches of Wisteria with foliage, per gross - \$8.50
Bunches of Wisteria without foliage, per gross \$5.00



Wisteria—showing 2 bunches with foliage

The Botanical Decorating Co., 504 S. Fifth Ave., CHICAGO

which is both various and select—but the assortments are incomplete—there is only a limited number of Suits of a style—and that alone is responsible for these reductions.

400 Misses' Dresses at Unprecedented Reductions. We cannot better impress you with the importance of these reductions than to tell you that they are for one day only, and that thereafter the original prices will be restored. And we cannot better impress you with the variety and character of the selections than by telling you that the offering embraces everything that is modish in models, materials and shades. There never was anything like these Dresses at anything like these prices!

Suits at \$25.00. Clever, close-fitting models, alert with individuality and style; as well as regulation conservative effects. Innovations in lapels, square cut fronts, soft roll collar vests, and double breasted vests, and numerous other distinguishing touches. Tailored in a tremendous range of fine fabrics.

New Millinery and Trimmings. Every day more new things are arriving in the Millinery Salon. New things from New York or our own efficient artists—all fresh and bright, and so interesting in their new ideas and unusual little departures, and in their "difference" in the minor points that are never slighted here. For today, some unusually attractive groups.

Lovely Cotton Waists, \$1.50 to \$2.00. If that is the price limit set, there will be no disappointment as to loveliness or variety of styles if our Waists are seen first. They are made chiefly of fine white lawn and voile, in scores of styles, and trimmed with imported embroideries and laces. All have tucked back and have sleeves and high or low collar trimmed to match the Waist. Sizes 34 to 46.

Many Women Like Fabric Gloves. Particularly when a muff is carried, and the hands become too warm for leather Gloves to retain their crispness. Fabric Gloves of all kinds are in our stock, including our famous Saxon Gloves, which can be purchased only here in America. These and others—

Velvet Hats with Ostrich Feathers—New and Charming, at \$10.00. Brand new, from our own nimble-fingered milliners, who have put into them all the fascinating little touches which make them smart and different. White, the popular sand, the lovely rose shades and other colors are included, as well as the fashionable black, and the Hats are trimmed with white and colored plumes.

Blouses at \$5.95. Virtually an Exhibit of the Very Latest Conceits. Blouses of washable satin, silk shadow lace, Oriental lace (with girdle), hand-embroidered crepe de Chine and chiffon. Designed in models that are ineffably pretty, showing modish effects in cuff and collar treatment, including the high military collar at its highest. An assortment, in brief, which will appeal instantaneously to discriminating choice.

Fine Chiffon Waists. Lovely new models in dark colors, combined with the fashionable sand color and many others entirely of this new shade. Many trimmed with fur, many with the new shirred yokes, and still others in lovely combinations of crepe chiffon and crepe de chine, trimmed with lace and fur. Scores of pretty new conceits in these fancy Blouses in suit colors—\$10.00 to \$18.75.

Next Best Thing to a Paris-Made Blouse is one that has been copied from a Paris model. Here are two that have this distinction. Both are of crepe de chine—one has tucked and hemstitched pieces down the front and hemstitching around the collar, cuffs and sleeves. It comes in white, flesh color, navy, brown and black, \$5.00. The other is black, navy or brown with a novel trimming of the same color net over white net used as a facing on collar, cuffs and down the front. It is very odd and pretty, \$5.50.

We Have Been Hoarding Up for This Sale Remnants of Wash Goods. The Selling Will Start at Nine O'Clock. Hoarding up for weeks every short length as it was created, we now launch a Remnant Sale of Wash Goods that means profit to every woman who has sewing to do. We have accumulated hundreds and hundreds of short lengths, desirable stuffs, all; for you know only those fabrics that women like at regular prices ever find their way so early in the season into a remnant sale. So, being just the fabrics that women are buying right now, and at reductions of a third and a half the sale means something in the way of economy.

8,400 Pairs of the Finest Silk Hosiery for Women in Full Range Standard Prices Are \$1.35 to \$2—\$1.10 a Pair—Most

special offerings of silk hosiery of necessity involve a hunt to find just the size and style desired—especially if any quantity is asked for. But in this sale we are fortunately able to supply silk hosiery at a marvelously low price and in just the same full variety as though purchased from a regular stock. It is in many ways the best sale of the sort we ever held—or ever heard about. The hosiery is all perfect and of one of the most famous makes. The standard prices are \$1.35 to \$2 a pair—and plenty of the higher qualities are included.

2,500 More of Those Fine Casseroles at 89c and \$1.25 Equaling Last Week's Record—Last week we held a sale of 1,600 of these Casseroles and in one day almost the entire lot was swept away. Now another maker, hearing of this sale, has brought us 2,500 equally fine Casseroles to see if we can help him dispose of them as successfully. The same prices as last week (record low prices) will hold good, since these Casseroles are of exactly similar quality. The linings are brown-and-white pottery of very superior quality; the holders are of highly polished nickel with ebonized handles. 7-inch size at 89c, 8-inch size at \$1.25. An opportunity which excels any we have ever known save only the sale of last week at these prices.

Great Sale of Blankets, 800 Pairs, the Surplus of Two Mills at a Fourth and More Under Regular—By an unusual turn of the trade wheel of fortune we have secured a superb stock of winter blankets which we shall offer tomorrow at lower prices than have heretofore been quoted on blankets so fine. It is the surplus of two big Eastern blanket mills and the variety includes all wool, part wool and wool finished blankets in white, gray and handsome plaid styles. Sizes are for single, three-quarter and full beds.

\$18.00 Dinner Sets at \$12.00. This American Porcelain Dinner Set is but one of the many remarkable values to be had in the Sale of China, Cut Glass and Art Wares now in progress. By placing large orders with the leading foreign and American manufacturers many months ago, we were able to secure substantial price-concessions. The fact that the source of much of this merchandise is now cut off has not caused us to swerve from our policy to give patrons the full benefit of any buying advantage we may secure. Following are a few interesting suggestions.

The Shining Virtues of Good Aluminum for Cooking Utensils. Are being proved daily in the kitchen of many a good Philadelphia housewife. If the higher grades of aluminum are bought for cooking, and proper care taken of them, there is hardly a metal that proves more satisfactory in the long run. This is why a large purchase of domestic aluminum was ordered for the September Housewares Sale. We know this particular kind to be seamless, well made and durable, and by special arrangements we are pricing it considerably below its regular cost to the housekeeper. Only the really wanted shapes are included, and every lid is aluminum—not tin.

Helping to Make Your House Into a "Home." You have the ideas, perhaps—or at most the consciousness that something should be done to freshen up the home you live in; here a worn-out armchair re-covered, these rooms repapered or painted, a bay-window added here and a den arranged there. But the whole "job" is too much for a mere layman, isn't it? This is the reason for the new service in our Upholstery Store, just given a new lease of life with interesting designs, artistic materials, and trained decorators to carry out your ideas or suggest their own. They will submit estimates and color plans when desired, and also supervise the work.



KEMPF CUTS GET ATTENTION!

**Exclusive Adv. Service
For Clothiers and Furnishers**

Write for Prices

**KEMPF VAN DRESSER CO.
34 West 28th Street - NEW YORK**

If You Have Not
Received Our
**SCHOOL
BOOK**
or our
CATALOGUE
of
**SPECIALTY
SUPPLIES**
and
**BUSINESS
BOOKS**
Mail Us This
Coupon



This window display shows two full form drapes by C. J. Nowak made without cutting the merchandise, accurately reproducing two of the garments shown in our Spring Fashion Number of the Dry Goods Economist.

The scenic panel was also prepared especially for the Spring Fashion Windows and can be supplied in a series of eight different designs painted on canvas in grays, whites, and blacks.

Each panel measures 5 x 7 ft. and can be supplied through the school at a cost of \$7.00 each.

Economist Fashions

The vital thing in draping is to know that your drapes are absolutely correct in style and color tendencies. That's where the Economist Training School has a distinct and decided advantage for its students, because the Dry Goods Economist has personal representation in the leading style centers of the world.

From this knowledge our draping experts originate the new drapes, often designing practical forms especially to meet the fashion requirements.

We are now teaching fabric drapes to suggest accepted styles, months in advance of the time when the garments will be displayed in the retail stores.

Think what this means to you. These are ideas you will require to make your early spring window showings **right** from the Fashion viewpoint.

Knowledge is power and when you come to the Economist Training School you will be agreeably surprised with the practical details the instruction will afford you in lectures and demonstrations.

The Economist Training School

239-245 West 39th Street, New York

Window Trimming Sales Management
Advertising Salesmanship Card Writing

The Economist Training School
New York:

- ☐ Send the school book to
☐ Send the supply catalogue to

Name

Street

City

State

Please write or print plainly.

PRESIDENT, C. J. POTTER, 1627 Washington Ave., St. Louis, Mo.

SECRETARY, P. W. HUNSICKER, 123 Dwight Ave., Grand Rapids, Mich.

1st VICE-PRESIDENT

A. W. LINDBLOM
Minneapolis, Minn.

2d VICE-PRESIDENT

A. J. EDGELL
New York, N. Y.

3rd VICE-PRESIDENT

L. A. ROGERS
Dallas, Texas

TREASURER

G. W. HUBBARD
Battle Creek, Mich.

International Association of Display Men

EXECUTIVE
COMMITTEEE. D. PIERCE
Rochester, N. Y.E. J. BERG
Omaha, Nebr.B. J. MILLWARD
St. Paul, Minn.F. S. PRATT
Joliet, Ill.J. H. DEWITT
Terre Haute, Ind.H. B. MARTIN
Rochester, N. Y.

The President Says:

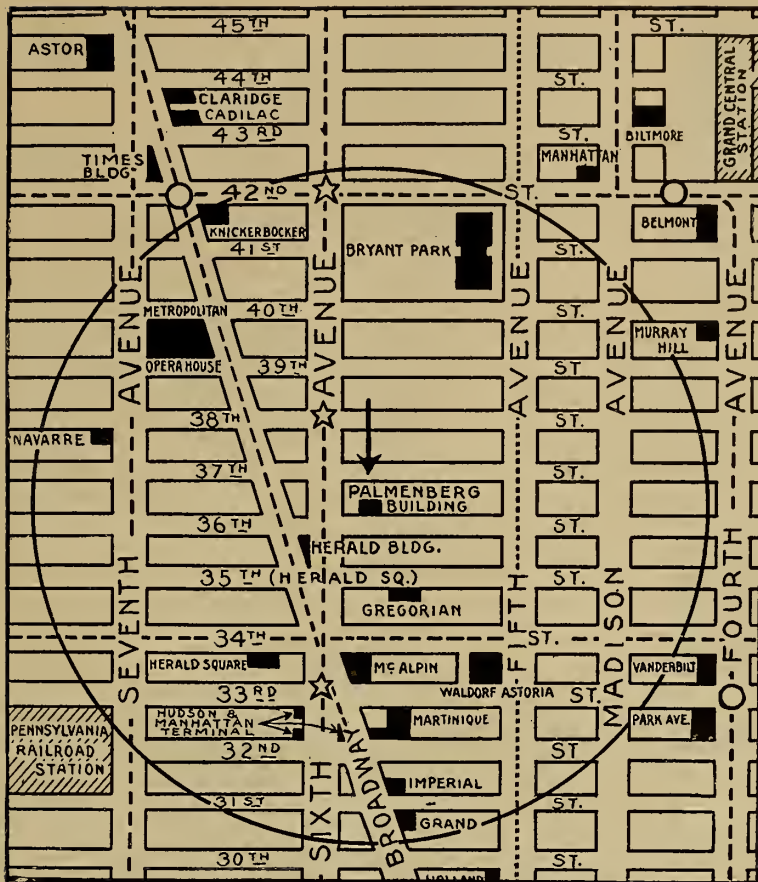
The past year has seen many important developments in the affairs of the I. A. D. M. The association is fast becoming recognized as an educational and civic organization. This has been brought about by the local clubs.

Have you a display men's club in your city? And are you helping to place the profession where it belongs?

Don't you know that doctors, lawyers, merchants, ad men, manufacturers and business and professional men of all kinds long ago formed organizations for the protection of their mutual interests, exchange of ideas and the advancement of their interests. Why not the Display Men?

Start the movement in your city; get the display men together and form a club. For further information write to any of the officers or direct to

C. J. POTTER, President
International Association of Display Men,
1627 Washington Ave.,
St. Louis, Mo.



The Palmenberg Building is an easy five minutes' walk from the greatest distance within the large black circle

We shall remove our New York offices and salesrooms to

The Palmenberg Building
Nos. 63 and 65 W. 36th St.
on or about Jan. 15, 1915

Twenty thousand square feet just for showing and selling.

As the map indicates, our new quarters are close to the railway terminals, leading hotels, and convenient to surface, elevated and subway lines.

Here will be shown our complete sample lines of the very latest novelties and staples in

WINDOW FIXTURES
DISPLAY FORMS
WAX FIGURES

J. R. Palmenberg's Sons

Now at 710 Broadway
NEW YORK

Koester Kard Supplies for Spring Openings



Koester Kard Klip

Here's the best card holder made at a low price. Made of stamped steel, oxidized finish with base that slips under boxes. Order enough for all departments, or send 10c for sample.

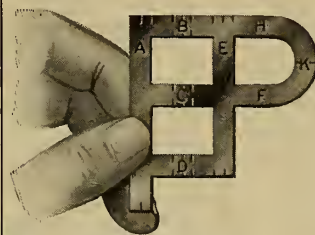
75c per dozen



Koester Kard Kolors

Are an improvement over all other card-writing fluids. Come in all colors and any size package. Only color that comes in unbreakable metal bottles. Quantity price is cheapest.

2-oz. bottle, 15c
1 doz., assorted, \$1.50



"Poligraf" Lettering Tool

This wonderful device makes it possible for the most inexperienced person to make perfect cards. We have an outfit comprising one Poligraf and complete instructions, one pen for outlining letters, one brush and one bottle of Koester Kard Kolors. Everything necessary for lettering.

Complete Outfit, 75c



Best Brushes Made at Before-the-War Prices

We fortunately bought our complete stock of brushes just before the war and are able to give lower prices on most brushes than are now being quoted.

Our brushes are carefully inspected, so that only perfect brushes are shipped you.

Our ten years of Card Writing Teaching enables us to know what brushes are best for your use.

Assortment No. 1—Sizes 6, 8, 10 and 12, Red Sable, Round Ferrule, \$1.25.

Assortment No. 2—Sizes 1-4, 5-16, 3-8, flat stroke Card Color Brushes, 75c.

Order at once, before stock is exhausted.

Card Writing Instruction

By Correspondence with the most advanced methods and a system of charts, stencils and materials that makes this course 100 per cent more efficient than any other.

In ordering supplies please send remittance and include enough to cover prepaid Parcel Post charges, otherwise goods will be shipped "collect."

The Koester School, 215 S. Market St., Chicago, Ill.

Send us Your Pictures

WE ARE ALWAYS GLAD to get photographs of any subject that will prove interesting to our readers, so if you have photographs of fixtures, decorations, drapes or anything along these lines, send them along and let your fellow display men have the benefit of them—many of the most useful devices in window display have received their first introduction through the columns of this journal.

§ §

Sales Plans

SALE TIME IS HERE and every merchant is busy scheming ways to clean out the stock that has been left over. To the merchant who is looking for new ideas to put ginger in his business, the book "Sales Plans" will prove a gold mine of practical suggestions. It is a collection of more than 300 selling schemes that have been used by progressive merchants. These plans are described fully and in many cases the advertisements that brought the business have been reproduced. It is a book that every merchant certainly should have. Any one of the schemes described, if put into action, will pay for "Sales Plans" many times. The price is \$2.50 and it will be sent prepaid for that amount. If it isn't worth the money you may return it and the price will be cheerfully refunded. Merchant's Record Co., 431 S. Dearborn St., Chicago.

§ §

Look Over Your Lights

NOW IS A GOOD TIME to look over your window lighting system to see if it cannot be improved upon. Window lighting is so important that no store can afford to have anything short of the best. The expense need not be considered seriously as it is a well known fact that it costs less to light windows properly than to light them in an indifferent manner. The reflectors are the important item to look after. Good reflectors will reduce the cost of current to the minimum.

§ §

Dallas Display Men

The Dallas Window Trimmers' Association of Dallas, Tex., is no longer the Dallas Window Trimmers' Association. It is now the Dallas Association of Displaymen. There was some debate over the new name at the last meeting at the Oriental hotel, but the "progressives" won easily. It will be noted that the initials in the new title spell "Dad" and when you hear of a fellow being called "Dad" these days he may be an expert display man, not necessarily a papa, or father, or "our old man."

In addition the displaymen elected officers. L. A. Rogers is president; F. A. Smith, vice president; E. T. Helms, secretary, and L. Byrd Coleman, treasurer.

The following honorary members were elected: Herman Phillipson of the Times Herald; A. G. Chaney of the Titche-Goettinger Company; Ike Lorch of A. Harris & Co., and Captain H. W. Kinnard of W. A. Green & Co. The official title of "Dad" will be conferred on these gentlemen at a subsequent meeting and they will be thoroughly decorated for the occasion.

The association presented a gold shaving mug to President Rogers, not as a hint to remove his moustache and beard, but as a token of esteem and appreciation of his hard work during the past year.

Preparations are being made to deliver a series of lectures on window decorations and the association already has fifty fine slides for the lecture on "Store Lighting."

§ §

The Convention

GET READY NOW for the big convention next August. It is true the meeting is some time ahead but it is none too soon to begin planning to make sure you will be present. Great preparations are being made and any display man may be assured that the trip will be well worth while, no matter how far he may have to travel. The officers have set the attendance mark at 2,000 and they are making a strenuous effort to make this big estimate prove true.

§ §

Levels of Speech

IN AN ADDRESS before the Dallas Advertising League, a speaker made the following comment upon advertising English and suggested that the students read the Bible to learn the use of words.

"Advertisements should be frank, straightforward business propositions from beginning to end. The most successful advertiser is not the one who spends most, but the one who spends it most wisely.

"Good English is of course advisable, if not indispensable. To acquire style and clearness of expression read and reread the Bible. I am speaking of this book of books only from a literary standpoint. In a splendid book, called 'The Greatest English Classic,' the Bible is so called. It tells that in the preparation of the St. James version the thought in the minds of the fifty-four greatest English writers was that they were writing for all the people and they wanted to translate it into language that all the people would understand.

"There are three levels of speech: The upper level, written according to strict rules and intended for the intellectual and highly educated; the other extreme, or lower, level, rough, cheap, slangy; then there is the middle level, which is the language of the Bible. This level uses words which can be understood by all.

"Macauley's style represents the upper level; Dickens' the middle level. The style of the Bible has influenced the pen of every writer of consequence for the last 300 years. Short, plain, strong words they are. The Ten Commandments contain 319 words, 259 of which are of one syllable and the remainder, sixty, of two syllables or over. The dominating power of the language of the Bible is also brought out and thoroughly emphasized throughout its pages. It does not appeal, it commands.

Plan Your Spring Windows from This Portfolio



Twenty-two Full Page Drawings fully
described

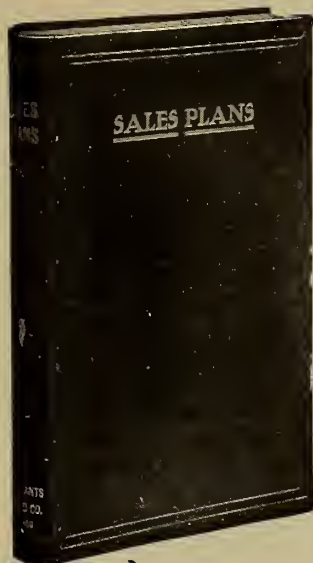
By M. P. Staulcup

Practical and Economical Decorations

Price Only \$1.00 Postpaid

Book Dept.

The Merchants Record Company
431 SO. DEARBORN ST. CHICAGO



How To Get Trade?

This is the all important question that is constantly uppermost in the mind of the aggressive retail merchant.

A book that is filling the popular demand among Up-to-Date Merchants and Advertising Men everywhere is

SALES PLANS

A collection three hundred thirty-three business-bringing Sales Plans and Practical Advertising Suggestions that have been used successfully by well-known stores. The book is divided into sixteen chapters, as follows:—Special Sales, Selling by Mail, Store Expositions, Getting Holiday Business, Christmas Schemes, Co-operative Advertising, Store Papers, Souvenirs and Premiums, Getting Trade Through Children, Money-making Ideas, Contests, Needle Work, Voting, Guessing Contests, Package Sales, Sensational Advertising.

Printed on best paper, size 6½x9 inches, fully illustrated with reproductions of Advertisements, Circulars, Posters, Letters, etc.

Shipped prepaid to any address on receipt of

\$2.50 for Cloth; \$3.00 for Full Morocco

The Merchants Record Co. Publishers
315 Dearborn St., Chicago



**"It Would Be Hard
to Replace Them
Because They
Have Special Training"**

When the employer cuts down the pay roll it is the untrained men that go. Untrained men are easy to get at any time. But the employer keeps the trained men as long as possible, as he knows it will be difficult to replace them. His finger will sooner or later go down the pay-roll list on which your name appears. Are you one of the men whom he would like to hold? If you are not, I.C.S. training will keep you on the pay roll.

It makes no difference where you live, under what conditions you work, the I.C.S. will bring to you in your spare time, at small cost, the kind of training that the employer values—the training that will qualify you for a more congenial position—the training that means advancement and a larger salary.

Keep These Men

You can get this training. Simply mark an X in the coupon opposite the name of the Course in which you are interested, write your name and address, and send it to us. We will tell you how thousands of men who were situated just as you are have risen to positions of trust and responsibility through I.C.S. training. We have trained thousands and can train you. Make the employer say "Keep This Man" when he reaches your name. It will cost you only a two-cent stamp to find how out it can be done.

Mark and Mail the Coupon TODAY

International Correspondence Schools

Box 829, Scranton, Pa.

Please explain, without further obligation on my part, how I can qualify for a larger salary in the position, trade, or profession before which I have marked X.

<input type="checkbox"/> Advertising	<input type="checkbox"/> General Illustrating
<input type="checkbox"/> Window Trimming	<input type="checkbox"/> Commercial Illustrating
<input type="checkbox"/> Show-Card Writing	<input type="checkbox"/> Sign Painting
<input type="checkbox"/> Salesmanship	<input type="checkbox"/> Ornamental Designing
<input type="checkbox"/> Commercial Law	<input type="checkbox"/> Textile Manufacturing
<input type="checkbox"/> Bookkeeping	<input type="checkbox"/> Teaching
<input type="checkbox"/> Stenography	<input type="checkbox"/> Civil Service Exams.
<input type="checkbox"/> Banking	<input type="checkbox"/> Chemistry
<input type="checkbox"/> Commercial English	<input type="checkbox"/> Automobile Running
<input type="checkbox"/> English Branches	<input type="checkbox"/> Agriculture

Name _____

Street and No. _____

City _____ State _____

Service

MANY of the old-time window men have drifted into department store advertising and some of them have made good in a big way. I. I. Lorch of Dallas, Tex. Fifteen years ago Mr. Lorch was one of the best-known window dressers in the United States. Now he is one of the best-known advertising men in the Southwest. He is in charge of the advertising of one of the largest department stores in Texas and is prominent in national advertising circles. Recently Mr. Lorch made an address before the Dallas Ad League on the subject of store service. Some of his remarks follow:

"Service distinguishes one house from the other and causes the one to stand out in bold relief against the commercial horizon. It is just as essential for the hardware house to give service as a piano concern, the shoe store or the printing shop, the department store, the railroad, the lighting plant or the bakery. Service belongs to all branches of business. In our younger days we all loved the candy man because he used to pat us on the back and say, 'How are you today, my little man?' and we have grown up to like that little personal element in business. If the average man today could cultivate his mind so that he could call his customers by name, that man would be invaluable.

"To be greeted with 'Good morning, Mr. Blank, how are you today?' immediately places you in a receptive mood. It is the personal element inherent in all of that makes us more pliable. Service today is a branch of business that has come with its development, it is not something you should grudgingly give, as the giving is nothing more than your customer is entitled to.

"Competition and the advancement of business methods make it necessary to give more nowadays than ever before. Unfortunately, the extra cost cannot be added to the profit—it's an expense account item—but it means more business and more profits in the end. The public has been educated to expect much; perhaps it is a business extravagance to a certain extent, but will you give it or allow your competitors to catch them all in his dragnet, known as 'service'?

"And, what is service? It's satisfactory treatment from the moment your customer enters your doors until the purchase is delivered. And how are you going to give it? First, train your sales force.

"There is many an uncut diamond in every working force in every establishment. It should be our purpose to try to discover them. I realize the personal element in business and try to cultivate it in our own people. This card which we are using serves as an introduction to the next salesperson who waits on the customer. When Mrs. Jones finishes her buying in one department she is asked

by the salesperson if she is interested in any other department. If Mrs. Jones says yes, the salesperson tell her that she will give her a card of introduction to Mr. Blank in the ——— goods department. In this way Mrs. Jones is immediately introduced to Mr. Blank when she presents this card, and Mr. Blank calls her by name while waiting on her, which places them on a more friendly basis and in most cases the customer feels complimented at this little personal attention.

"We maintain a competent shopper, who is at the service of customers, whose duty it is to go with a customer and see that they get prompt and efficient service. This is especially desirable when children are sent to the store to shop.

"We maintain a sub-postoffice, wherein people of the neighborhood get the same service as at the postoffice.

"Our refrigerated artesian drinking fountain system is another service feature.

"We maintain an information desk, with a competent, well-posted man in charge. Here all questions can be answered in an intelligent way, telegrams are received to be sent, out-of-town people can secure theater tickets and check their baggage, packages to be sent by parcel post or express are received and forwarded, messenger boys can be had for the asking.

"We maintain a large and commodious rest-room, with a competent maid in charge. Writing materials, daily papers and magazines are provided. Local and long-distance telephones are within reach. In connection, we have a retiring-room, where nervous women can lie down and rest. Here, also, is provided first-aid requirements. In our lavatory individual towels are given. This is a little extra attention that is appreciated more than one would think.

"We also maintain a telephone shopping bureau, where people who are unable to come to the store can have someone do their shopping for them.

"We are prone to give advertising too much credit for the success of every business. Advertising performs its duty well and is the life preserver to every business, but advertising not backed up by service would be a poor investment.

"The success of every newspaper is founded on service; it is the service they render the public by furnishing the news of the day, spending vast sums of money for special features, etc. They render us advertisers service by placing our ads next to live reading matter, by giving us good display, by installing expensive equipment, etc."

✻ ✻

PICTURE GALLERIES are filled with inspiration for the display man who knows a suggestion when he sees it. Never miss an opportunity to visit a good gallery.

HELLO, 1915!

Here's hoping that you bring as much business as your predecessor, 1914

"Perfect Stroke"

BRUSHES AND SUPPLIES

The Best by Test

Write for my big new catalogue on brushes and supplies, scenic paintings, window cards and backgrounds.

BERT L. DAILY, Dept. B-1, Dayton, Ohio

The Display Fixtures You Need for Spring Are Here at Right Prices—

WE appreciate the fact that many merchants cannot afford to spend as much as usual on fixtures, and have adjusted our prices to meet the changed conditions.

Let us give you an estimate

L. A. Feldman Fixture Co.

738 Broadway, New York

Mr. Decorator—Start Something Original

Our new 1915 Catalogue will show you how—now ready—free

Low prices—best quality



Apple Blossom Branches
\$5.00 per gross up

Apple Blossoms,
30c per gross up



Muslin Vines,
\$5.00 per gross up

Easter Lily Spray,
\$15.00 per 1,000 up

J. HARTWIG COMPANY

The House of Originality

Manufacturer and Importer of Art Decorations

28-32 Pellington Place BROOKLYN, N. Y.
Show Room, 738 Broadway, N. Y.



One of
Our Many
Popular
Models

Paasche Air Brush Co.

Paasche's 3 in 1 Air Brushes

THE BEST OF THEM ALL

There is no stronger or more convincing argument than the trimmers' and cardwriters' actual experience with Paasche's Air Brushes.

TRIMMERS' AND CARDWRITERS' OPINION
Invaluable Instrument

Model "E"-2 Air Brush which I purchased from you several months ago, is an invaluable instrument for original and effective show cards as well as other uses, and I have had remarkable success with it.

E. O. WHEETE, Decorator, Care Pegram D. G. Co., Muskogee, Okla.

Student Earns Way With Paasche Brush

It gives me pleasure to state that your Model "F"-2 Air Brush has given entire satisfaction. I am a student earning all my expenses in the card writing business, and consider the air brush most indispensable for my work.

McCASKILL, (The Student Sign Man), Austin, Texas.
Hundreds Write Likewise

MANUFACTURERS

5 South Clinton St. CHICAGO, ILL.
Send for latest circular of complete outfits



A NEAT SHIRT UNIT.

Packing Wax Arms

A FEW DAYS AGO the writer was in a fixture house when the receiving clerk was opening a package of wax arms that had been sent in for refinishing. They had been sent in a corrugated paper box into which they had been placed without any packing whatever. As a result they were practically a total loss when received. Wax hands and arms are exceedingly fragile and it is the height of carelessness to ship them unless they have been packed with scrupulous care. They are worth too much money to be abused in this way.

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Our Illustrations

OCCASIONALLY we receive letters from subscribers stating that the pictures we publish are "too high class" for them to take advantage of. That is looking at the thing in the wrong light. It is true that many of the windows published cannot be reproduced as a whole by the small merchant. But every one of them contains some idea of design or arrangement that can be adapted to the use of the merchant who has only a limited amount to spend upon his windows.

It is our belief that the best way to learn is to study the work of those who do things better than we do, and this applies to window decoration as well as to other things. So far as the big store and the little one are concerned, the principles of design and display are the same. One does it in a larger and more expensive way than the other—that is the only difference.

For Our Advertisers

Hugh Lyons & Co. Moves

Hugh Lyons & Co. have moved their New York office from 686 Broadway to 35 West Twenty-second street. The new location is a decided improvement, as within a radius of two blocks are such hotels as the McAlpin, Waldorf-Astoria and Grand, while within a few steps are such stores as Macy's, Saks', Gimbel's, Altman's, McCutcheon's, McCreery's and Browning-King's. It is also within easy reach of the Pennsylvania and Grand Central stations. At the new location will be carried a more complete line of window and store equipment than was possible in the old quarters. Merchants and display men are cordially invited to make the new display rooms of Hugh Lyons & Co. their headquarters any time they may be in New York.

✕ ✕

Investment Opportunity

The C. F. Kade Fixture and Show Case Co. of Plymouth, Wis., is sending out an interesting little book describing their model plant and inviting stock subscriptions. The book is worth reading—it describes in detail this modern factory and contains a good deal of interesting information covering the manufacture of store fixtures. C. C. Kade, who is the president and general manager of this company, is one of the best-known fixture makers in this country.

✕ ✕

A World-Wide Business

L. Baumann & Co. recently filled their first order received from China. It was from a large retail store in Tientsin who are looking for American ideas in decorating. Baumann flowers are sold all around the world. From nearly every civilized country on the globe orders have been received. For the coming season this firm has an unusually interesting line, including a number of entirely new specialties.

✕ ✕

Narrow Garters Popular

Narrow garters for men, cut only about two-thirds the usual garter width have evidently captured the popular fancy. Dealers report that this line is meeting with considerable success due to the features of decreased weight and bulk.

The Ohio Suspender Co. was the first to enter this field with an attractive line sold under the name Kady Narrow Garters. The assortment of finishes and colors is most attractive and the selling helps furnished by the makers enable dealers to prepare very interesting displays. Kady Suspenders are another well-known line put out by the same manufacturers.

✕ ✕

An Important Move

On or about the 15th inst., J. R. Palmenberg's Sons will remove their offices and salesroom from 710 Broadway to the Palmenberg building, 63 to 65 West Thirty-sixth street, New York. They will have upward of 20,000 square feet for showing and selling goods, and this increase will enable them to increase their lines. They have added wooden display fixtures and artificial flowers and certain other display devices. The new location puts them in a very attractive section of the city, being near the big hotels, the principal stores, wholesale and retail, and convenient to the great railway terminals, car lines, etc. The removal is interesting, too, in view of the fact that it marks the breaking up of the old downtown store equipment section. The Palmenberg concern has been in business since 1852 and always below Astor place. The uptown removal will not affect their factory, which remains at 89 to 91 West Third street.



Free - Samples - Free

For your January sales, our easy-to-letter-on, White Mat and Show Card Board. Just the card for your sales needs, and direct from maker to you at close mill prices.

We make 150 additional kinds. Our big sample folder free. Write us.

National Card, Mat & Board Co.

Manufacturers

West Superior Street

CHICAGO, ILL.



SEND FOR

Our
72-Page

Air Brush Catalog

THE WOLD AIR BRUSH ART SHOP

716 W. Madison St., Chicago, U. S. A.

RELIABLE
PRACTICAL
DURABLE
:: ::
SPRAYERS
AIR
COMPRESSORS



KADY SUSPENDERS

are favorites with American men. Their neatness, lightness, comfort and wearing qualities make them ready sellers wherever they are displayed

The Double Crown Roller

a clever device concealed in the back automatically adjusts the shoulder bands to conform to every movement of the wearer.

With Kady suspenders there is never the slightest discomfort—no chafing, binding or pulling on the buttons. No complex cords and pulleys to get out of order.

Kady Suspenders are made in many attractive patterns of the finest quality elastic webbing. Every pair is guaranteed to the user.

Retail at 50c and 75c
Prices to Dealers \$4.00 and
\$4.25 the dozen

Salesman or Catalogue sent on request, or ask your jobber.

Makers of all kinds of
Suspenders, Belts and
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DETROIT SCHOOL OF LETTERING
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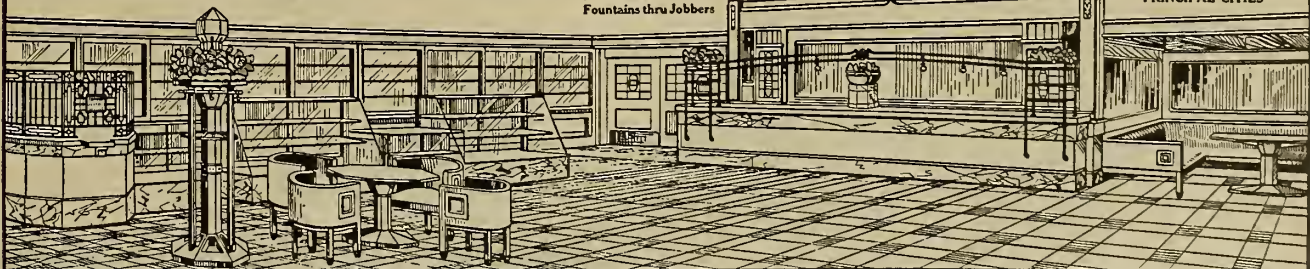
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WALRUS MANUFACTURING COMPANY
DECATUR, ILLINOIS

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AGENCIES IN ALL
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\$3.50 . . half price **\$1.75**

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\$2.50
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Cylinder Drape
Slab Drape
Novel Drapes
Mummy Drapes
Box Drape
Louis XVI. Drape
Wall Drapes
Complete Wall Drape Windows
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Vase and Basket Drapes
Flower Drapes
Use of Accessories
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Draping on Forms
Early Shell Form Draping
Finishes for Tops
Directoire Shell Form Drapes
Hipless Drapes
Panier Drapes
Full Form Drapes
Sheath Drape
Directoire
Miscellaneous Form Drapes
Arm Form Drape
Three Forms in One
Mermaid Drapes
Evening Gown Drapes
Comic Draping

Panier Drapes
Flanelette Drapes
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Wax Figure Drapes
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Skirt Form Drapes
Live Model Drapes
The Evolution of a Drape
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Background Draping
Interior Draping
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Over 100 Complete Windows
Fashion Doll Drapes

Over 1000 Drapes

This Book is invaluable not only to every window trimmer, but to every merchant and dress goods man who is interested in greater sales of yard goods.

The Dress Goods Man Needs This Book Too

It shows the dress goods man how to drape all yard goods in the window, on the counter and in the store interior. Where the dress goods man is responsible for the appearance of his stock, he will find this book a wonderful help.

This is the only book published on this subject in the world. You can't afford to be without it, if you are at all interested in the sale and display of yard goods.

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and receive by return mail a book containing over seventy-five different designs in colors.

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and SHOW WINDOW**
431 So. Dearborn St., Chicago



THIS book has taken a great stride in advance of all other books, because it takes up in consecutive order every medium used for making show cards, and gives complete information on the medium, complete sets of alphabets made by this medium and sets of completed cards.

Faust's Book contains 63 Instruction Plates, 72 Full Page Designs, more than 100 Alphabets, 32 Sets of Numerals, 163 Examples of Show Cards, 110 Illustrations of Brush Work, Numerous Illustrations of the work of the different Pens, Air Brush, etc., etc. Show Cards by Experts for all seasons of the year.

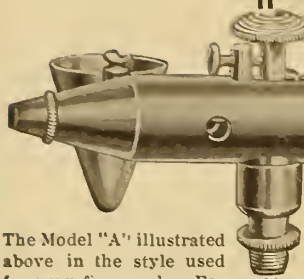
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MERCHANTS RECORD CO.

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The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

The Original Pencil-shaped Air Brush

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

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Cardwriters Pure Red Sable One Stroke Flat Brush

*For a clean stroke letter
it has no equal.*

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.

Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1915 Folder showing full line at a glance.

Now Ready

J. F. Eberhard & Son
Dept. R., 298 Pearl St. NEW YORK.



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What BEAVER BOARD Will Do
Background, cut-outs, columns, pedestals, trays, boxes, screens, unit forms, shelves, platforms, dividers, signs, mummy forms, model houses, pilasters, display booths, lattice-work.

The possibilities of BEAVER BOARD in the hands of a resourceful window designer are unlimited. He finds it the best workable material to carry out his ideas.

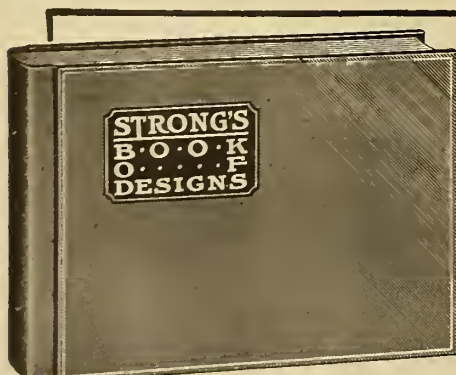
Convenient, clean to handle, Beautiful embossed surface for decoration by painting. Light in weight, yet strong and rigid when applied. For permanent or temporary use.

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Handsomely bound Leatherette Cover.
Size of cover 8½ x 10½, lettered in gold.

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A Masterpiece of Ornamental Art,
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200 IN COLORS

PARTIAL LIST OF CONTENTS

50 tinted air brush designs worth price of book alone:—Poster, Book Cover, Ribbons, Pen and Ink and Theatrical Designs, Flower and Ornamental Designs representing Mr. Chas. J. Strong's best efforts, Ideas for Show Cards, New and Original Alphabets, Sign Ends and Hanging Signs, Letterheads, Business Cards, Scrolls and Panels, over 300 designs in all, 200 of which are printed in colors, cuts used in book cost over \$4,000. They are printed on finest enamel paper.

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THE MERCHANT'S RECORD COMPANY, 315 Dearborn St., CHICAGO, ILL.



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WANTED—Mr. Thorleif Gorder, window trimmer and sign writer, Norwegian birth, is wanted by C. Dahlgren. Write to The Boston Store, Lima, Ohio.

POSITION WANTED—A-1 display manager, able to take full charge of large dept. store windows and interior decorations, good business-getting displays, also style shows; 15 years last position. Address Box 245, care Merchants Record and Show Window.

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2 different sizes—complete
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demonstration-instruction
by Gordon—the Sho-Card Man. \$1 The "Little Wizard" of
LETTERCRAFT is not a Ball Point pen.

Snappy Illustrated Catalog—Free for the asking.

Ross F. George 300 Boston Block. Seattle Washington.

Index to Advertisers.

"Advertising World"	59
"Air Brush Designs"	61
American Lithographic Company.....	59
American Reflector and Lighting Company.....	59
"Annual Prize Contest".....	00
"Art of Decorating".....	58-59-60-64
Art Window Shade Company.....	4

Baldwin, J. L., & Co. (Cash and Package Carriers)	1
Barlow Company	59
Beaver Board Companies.....	62
Botanical Decorating Company.....	47
Brager, B., & Sons.....	6

Chicago Mat Board Company.....	6
Compo-Board	6
Curtis-Leger Fixture Co.....	Back Cover

Daily, Bert L.....	55
Detroit School of Lettering.....	57
Diamond Show Case Co.....	4
"Draping Book"	61

Eberhard, Joseph F., & Son.....	62
Economist Training School.....	49

Feldman, Leo A., Fixture Co.....	55
----------------------------------	----

George, Ross F.....	63
Great Western Fixture Works.....	5

"Hardware Window Dressing".....	58-60
Hartwig, Joseph, Co.....	55
How to Get Trade.....	53

Illinois Show Case Works.....	5
International Correspondence Schools.....	53
Irabar Co.	59

Johns-Manville, H. W., Co.....	Inside Front Cover
--------------------------------	--------------------

Kawneer Mfg. Co.....	3
Kempf, Van Dresser Co.....	48
Koester School, The.....	45-51

Lyons, Hugh, & Co.....	2
------------------------	---

Moore, Wm, N.....	63
-------------------	----

National Card Mat and Board Co.....	57
Netschert, F., Co.....	Inside Back Cover
Newton Automatic Shading Pen Co.....	59
Northwestern Compo-Board Co.....	6
Norwich Nickel and Brass Co....	Inside Front Cover

Ohio Suspender Co.....	57
------------------------	----

Paasche Air Brush Co.....	55
Palmenberg's, J. R., Sons.....	51
Piqua Bracket Co.....	5

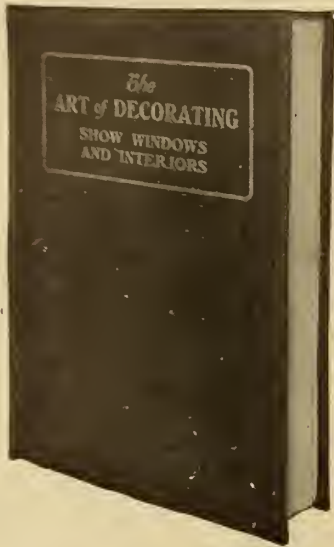
Quincy Show Case Works.....	4
-----------------------------	---

"Sales Plans"	53-58-60
Schack Artificial Flower Co.....	7
Sketches of Backgrounds.....	53
"Show Window Backgrounds".....	00
Smith, Winfield H.....	63
"Store Management" Complete.....	59
"Strong's Book of Designs".....	62

Thayer & Chandler (Fountain Air Brush).....	62
---	----

Walrus Mfg. Co.....	57
Wants, For Sale, etc.....	63
Welch Mfg. Co.....	8
Wilmarth Show Case Co.....	8
Wold Air Brush Art Shop.....	57

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The "Art of Decorating Show Windows and Interiors" is worth a liberal education in window dressing. It contains the combined experience of more than 100 expert decorators. It is not a one-man book, but the work of all of the best window dressers in America. There is not a prominent decorator in this country who has not contributed to this book.

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Stands, Home Made Fixtures for all purposes, Imitation Icicles, Illusion Windows, Exterior and Interior Decorations, Lattice Work, Mechanical Displays of all kinds and for all purposes, Resilvering Mirrors, Gelatin Molds, Home Made Motors, Puffing, Pleating, Tissue Paper Balls, Papier Mache Decorations, Perspective for Backgrounds, Photographing Windows, Planning the Window, Pouncing, Power and Transmission, Process for Gilding, Speed Reducers, Relief Bulbs, Rosettes, Show Cards, Smocking, Sunbursts—Using Old Corset Form, Electric Wiring, and hundreds of other important matters pertaining to every branch of window dressing.

410 Pages 618 Illustrations

Showing the very best window dressing work that has been reproduced in this country. Hundreds of drawings and diagrams with full working descriptions.

This is the only complete work on mercantile decoration published. This is the third edition and is entirely revised and up-to-date. Bound in cloth and handsomely lettered in gold leaf. This book is of great value to experienced decorators, and certainly indispensable to beginners in the art. Shipped anywhere upon receipt of \$3.50, charges prepaid.

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THE MERCHANTS RECORD CO.

431 S. DEARBORN ST., CHICAGO, ILL.

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New WALL DESIGN Latest



Consisting of Cork Bark decorated with velvet Orchids, and Asparagus Ferns, and various other new and novel designs, illustrated in our new Spring Catalogue No. 400.

Free for the Asking

FRANK NETSCHERT COMPANY, Inc.

61 Barclay Street

New York City



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were selected for the beautiful show windows of the H. W. Gossard Co., at 1006 Michigan Avenue, Chicago, illustrated above.

The displays are flooded with even, brilliant light from our Visor reflectors, concealed behind special valances of great beauty.

Our Folder of Designs reproduces in ACTUAL colors the largest and finest line of Window Valances in the world.

A comprehensive booklet, "Show Window Searchlights," illustrates and describes reflectors for every type of window.

Send rough floor plan and dimensions of your windows and we will mail both booklets promptly.



No. 3255

Curtis-Leger Display Equipment

embraces *everything* for modern interior and window display.

The few items we are able to show on this page are perfect examples of our most complete line. 1915 marks an era of prosperity—prepare for your share of it with well trimmed, well lighted and well "valanced" windows.

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No. 1828 Dress Form speaks for itself. It is black or white jersey covered, fitted with tapered skirt and mounted on heavy round base.



No. 1836

CURTIS - LEGER FIXTURE CO.

237 Jackson Boulevard

- Chicago



No. 1828

Merchants Record *and* Show Window

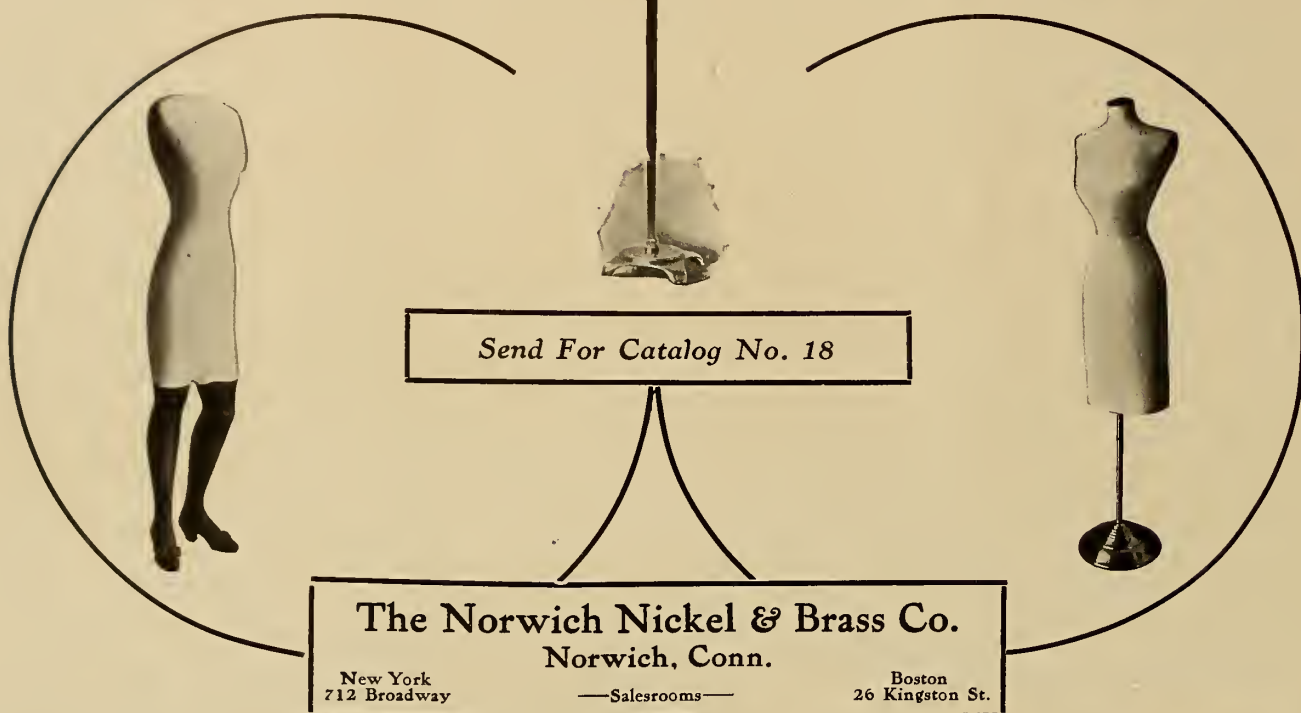


Norwich

Made by US

Fixtures

In the U. S.



Send For Catalog No. 18

The Norwich Nickel & Brass Co.
Norwich, Conn.

New York 712 Broadway —Salesrooms— Boston 26 Kingston St.

Study the Lighting Effects in This Photograph

Look at this photograph carefully (it has not been retouched). Note the flood of illumination that brings out every detail—the absence of shadows—the even distribution of light.

All these features make a store more attractive—and an attractive store brings customers to your counters.

You can add to the attractiveness of your store by using the same lighting methods adopted by the Emporium—the



The Emporium, San Francisco, Cal., illuminated with Frink and J-M Linolite Systems of Lighting.

Frink and J-M Linolite Systems of Lighting

By rendering absolutely true color values, these systems not only show off your goods and fixtures to the best advantage but make it easy for your patrons to match and select fabrics. They give a soft, glareless light that is kind to the eyes.

The scientifically designed reflectors of these systems are adapted for either the long, tubular J-M Linolite

or standard base lamps.

Frink and J-M Linolite Systems of Lighting are being used in over 30,000 stores. Very likely there is one in your vicinity. Write our nearest branch for the name, so you can see this lighting yourself. Why not write now, before you forget? You'll find it worth your while.

H. W. JOHNS-MANVILLE CO.

SOLE SELLING AGENTS FOR FRINK PRODUCTS

Manufacturers of Show-Case, Show-Window and General Illuminating Systems; Asbestos Table Covers and Mats; Pipe Coverings; Dry Batteries, Fire Extinguishers, etc.



Atlanta
Baltimore
Boston

Buffalo
Chicago
Cincinnati
Cleveland

Columbus
Denver
Detroit
Galveston

Indianapolis
Kansas City
Los Angeles
Louisville

Memphis
Milwaukee
Minneapolis
Newark

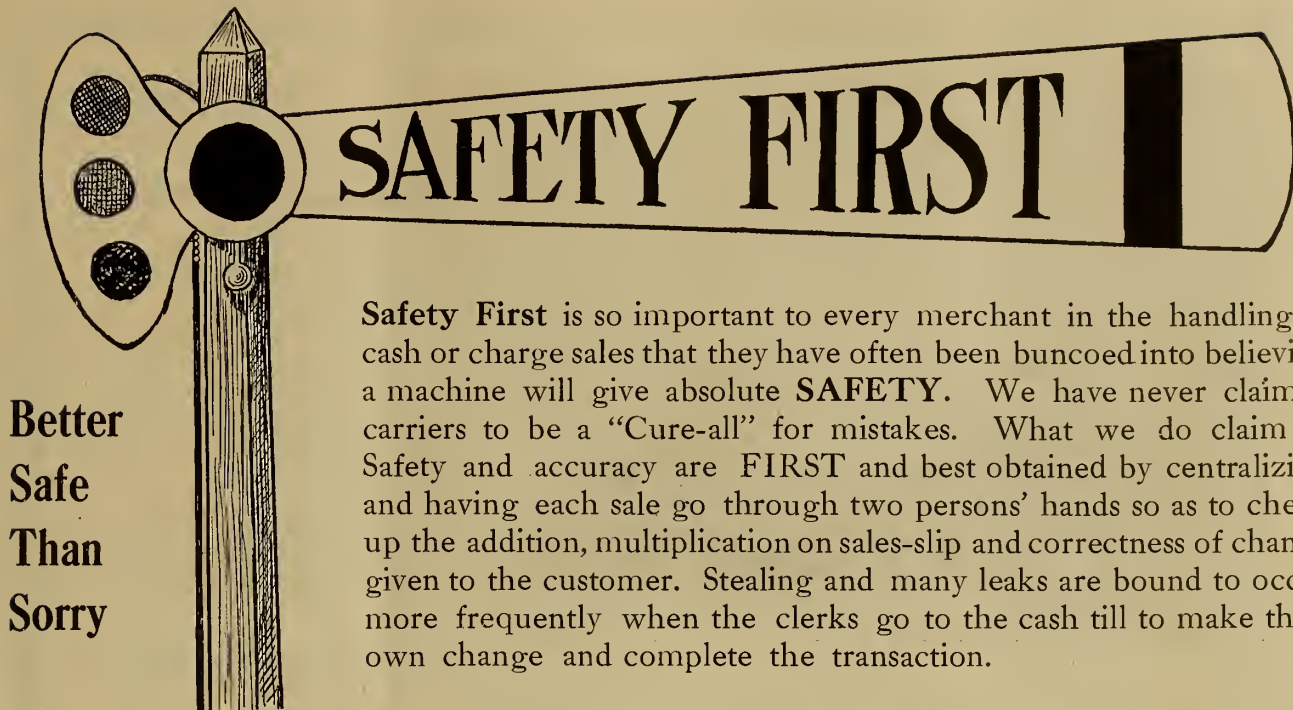
New Orleans
New York
Omaha
Philadelphia

Pittsburgh
Portland
St. Louis
Salt Lake City

San Francisco
Seattle
Toledo

THE CANADIAN H. W. JOHNS-MANVILLE CO., LIMITED

Toronto Montreal Winnipeg Vancouver



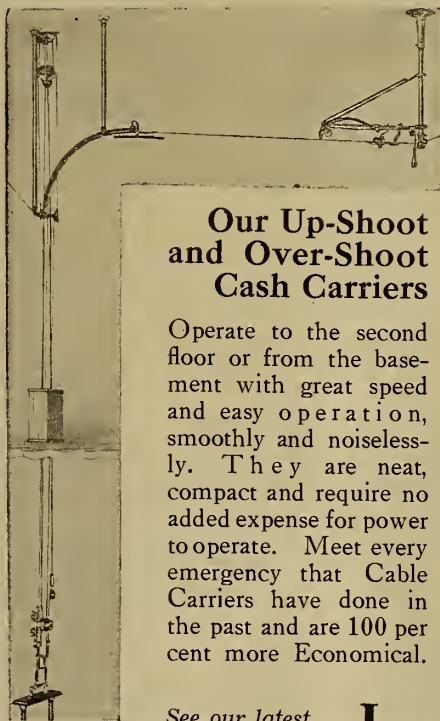
Better
Safe
Than
Sorry

Safety First is so important to every merchant in the handling of cash or charge sales that they have often been buncoed into believing a machine will give absolute **SAFETY**. We have never claimed carriers to be a "Cure-all" for mistakes. What we do claim is: Safety and accuracy are **FIRST** and best obtained by centralizing and having each sale go through two persons' hands so as to check up the addition, multiplication on sales-slip and correctness of change given to the customer. Stealing and many leaks are bound to occur more frequently when the clerks go to the cash till to make their own change and complete the transaction.

Speed Is Second—Pleasing the Customer

and we would not depreciate its importance in any way, although it's a well known fact thousands of dollars are lost annually by placing speed before Accuracy and Safety. Combine Safety with Speed and you have the ideal Service. When you see Baldwin Carriers operate you will say that combination now is made.

Baldwin Flyer Cash and Package



Our Up-Shoot and Over-Shoot Cash Carriers

Operate to the second floor or from the basement with great speed and easy operation, smoothly and noiselessly. They are neat, compact and require no added expense for power to operate. Meet every emergency that Cable Carriers have done in the past and are 100 per cent more Economical.

See our latest improvements

Carriers have no spreading wires to crystalize, break and fly thru the store. Baldwin track-wires are stationary, permanent, **do not** break as they are not used to propel the Carriers.

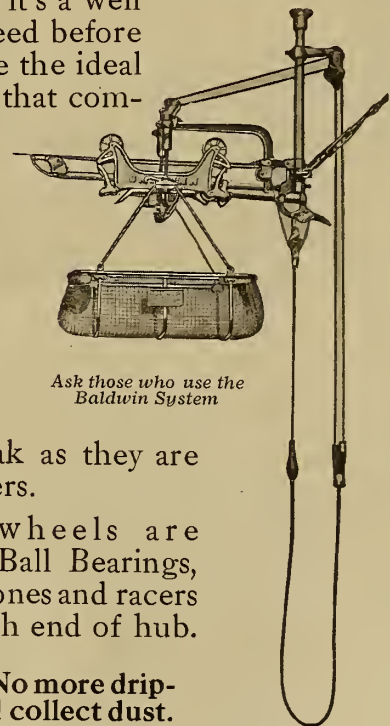
Baldwin Ball-Bearing wheels are equipped with two Annular Ball Bearings, having hardened steel balls, cones and racers and a dust-proof cap on each end of hub.

No oil required, think of it. No more dripping oil to damage goods and collect dust.

You as a merchant expect a carrier to wear well, and thus do away with annoying breakdowns and repair bills.

Baldwin Carriers give you absolutely the most perfect service of this kind.

Get our large list of satisfied users who will tell you their experience. **All are satisfied**, that's why we "**stick**" and continue to grow. **Write us today.**



Ask those who use the Baldwin System

James L. Baldwin Carrier Co.

Agents in the Principal Cities—Address Home Office

352 W. Madison St., Chicago
One Block East of New Northwestern
Railroad Station



The "Daylight Question"—and the answer—

If every customer that entered a store were asked what he or she thought of daylight as a "shopping asset," there would be only **one answer**, and that answer would be decidedly in favor of Daylight.

Now since customers **prefer** Daylight, is it not to the Merchant's best interest to supply it? Thousands of merchants throughout the country, through the installation of LUXFER, **prove** this to be profitably true.

Is it not also reasonable to suppose that there are many non-customers who could be more readily attracted by a **daylighted** store where good merchandise is offered?

A store plus Daylight means a store **plus more business** and **minus** big light bills.

Let us show you how LUXFER will cut down your artificial light bills and improve your business. A dark store or a basement adds to your expense—LUXFER cuts it—WRITE.

AMERICAN Luxfer Prism COMPANY

CHICAGO, Heyworth Bldg.
BOSTON, 49 Federal St.
CLEVELAND, 419-20 Citizens' Bldg.
DULUTH, 310 W. Michigan St.

DETROIT, Builders' Exchange.
KANSAS CITY, N. Y. Life Bldg.
MILWAUKEE, Stroth Bldg.
NEW YORK, 507 W. Broadway.

NEW ORLEANS, 904 Hennen Bldg.
PHILADELPHIA, 411 Walnut St.
ROCHESTER, 38 Exchange St.
ST. PAUL, 365 University Ave.

DALLAS, Builders Exchange
SAN FRANCISCO, 445-447 Turk St.
LOS ANGELES, 928 S. Main St.

FIXTURES *of* DISTINCTION



This is only one of the hundreds of specialties we regularly carry in stock.

ARE your window display fixtures up to the standard of your merchandise? Are they up to the standard of the fixtures used by the best stores of Chicago and New York? If they are not, you are paying for something you do not get.

No store can afford to cheapen good merchandise by using poor display fixtures, for good fixtures cost no more than poor ones. It is simply a matter of where you get them.

Great Western Fixtures are the best that can be made. In design, material and workmanship, they cannot be surpassed, yet they cost no more than the common kind.

Great Western Fixtures look better and last better and they show off your merchandise better. They have a distinctive style that makes them different from any other fixtures on the market.

Look at the waist form shown here and compare it with forms made by other manufacturers. Note the graceful, natural modeling and the smooth curves. This form is as good as it looks. It has our special Air Brush Enamel finish in a perfect flesh tint and the covering is satin. The base is the famous Great Western construction that is guaranteed to last as long as you want it to. Write us about this and our many other forms.

We are sole Western Distributors of the celebrated Wax Figures of Gustav Schmidt.

We can supply you with the best Wax Figures in the world. We also have the least expensive. Send for our catalogue.

GREAT WESTERN FIXTURE WORKS, 616 Medinah Bldg., CHICAGO



You Men Behind Store Fronts--- Think of This

Your Store Fronts—your show windows—have always been your biggest assets—they have always been a necessity to the success of every retail institution but it has been during the past ten years that they have really come into their own—that you could count on their help with certainty.

For more than eight years we have endeavored to show retailers why KAWNEER construction fills their requirements and today our standing in this field is shown by fully 40,000 actual, real, money-making Store Fronts. There are more KAWNEER FRONTS installed than any other type of this kind.

WHY?

Because KAWNEER construction is permanent, requires no upkeep expense, (doesn't have to be painted), provides for show window ventilation and drainage, allows the greatest glass expanse, affords protection to the expensive plates of glass, dust-proof in summer (has a device which enables you to open and close the ventholes) and because it enables you to carry out modern designs and styles of Fronts particularly adapted to your own business.

Can you conceive of a more sturdy and permanent Store Front than a KAWNEER made of solid, heavy gauged copper or brass? And, too, if you prefer, we can build yours of aluminum or bronze and the great variety of finishes allows you to carry out almost any color scheme.

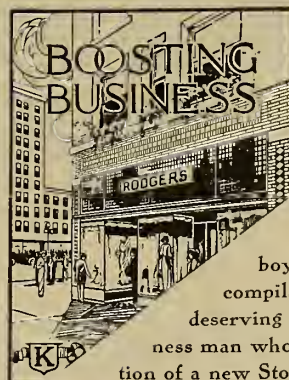
A PERFECTED CONSTRUCTION

Our scientific and common-sense experiments have developed KAWNEER to what we be-

lieve to be the absolute limit in modern Store Front construction. We have worked with such a vast number of real, keen Merchants and builders in the construction of modern Fronts that we believe their experience (ours, too) has guided us in the sensible way. You do not hear of a new KAWNEER principle with the entrance of each new year—oh, no! The KAWNEER principle of today is exactly the same as it was back in 1906. Just a simple-practical, horse-sense idea—properly applied.

BOOK ON STORE FRONTS

Surely our experience and the experience of retailers who have put in 40,000 new KAWNEER STORE FRONTS is



worth one minute of your time and a stamp. Just drop a card or a note for "Boosting Business No. 14," it will not obligate you one bit and will give you some good Store Front ideas. This is not a window trimming book nor a picture book for the errand boy, but a serious, boiled-down compilation of Store Front Ideas, deserving consideration of every business man who at all considers the installation of a new Store Front.

All we want from you is your request for "Boosting Business No. 14" and the book will go to you by the next mail.

Kawneer

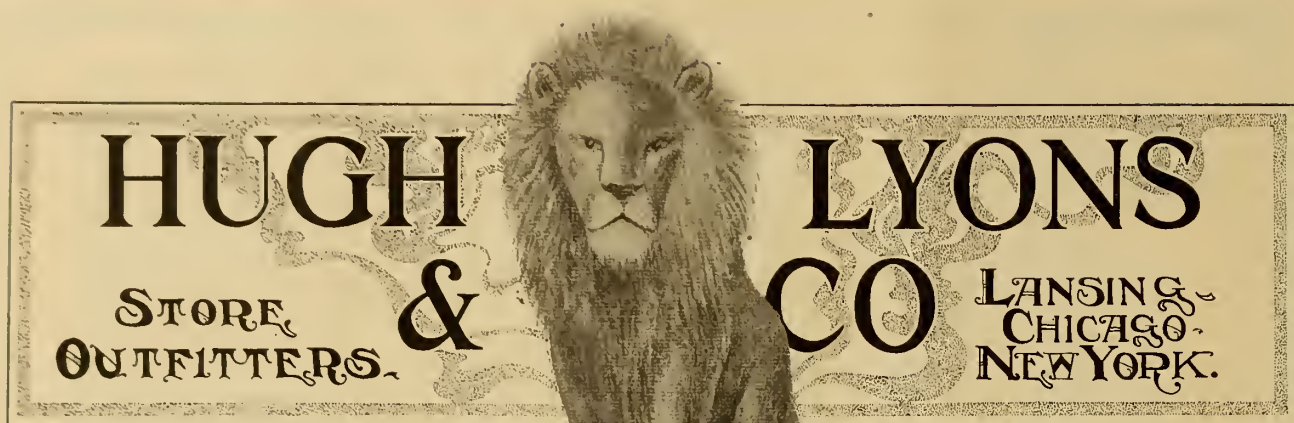
Manufacturing Company

Factories: Francis J. Plym, President
Niles, Mich. Dept. E, 142 Factory Street
Berkeley, Cal. NILES, MICH.
Guelph, Ont.

We have
a branch
near you

Kawneer

STORE FRONTS



Lyons New

Spring Forms

"Complete Display" is the name of our new magazine that has delighted thousands of merchants and window trimmers. As the name indicates, "Complete Display" is brimful of useful and timely information for all seasons, and the last issue contains much of real value for the coming Spring season.

"Complete Display" is simply another indication of the progressiveness of the House of "Lyons," who, as the pioneers in the manufacture and distribution of display fixtures and store equipment, have shown the way to new things for more than a generation.

Send us your name, written on the firm's letterhead, and you will immediately be put on the mailing list to receive promptly all copies of "Complete Display" as published.



No. 587

No. 586. New form with three-quarter legs. Made of heavy papier-mache, bust and skirt covered with white jersey. Legs and yoke finished with our washable enamel. Form is of the proper design to display the latest models in gowns. Finished with brace to insure form remaining erect under all conditions. Made in all sizes from 4 years up. Prices including shoes, sizes 16 to 36. Each.....\$15.00
Other prices on application.

No. 596. Full form with wax head. Made of heavy papier-mache, skirt and yoke covered with white jersey. The three-quarter legs are finished in washable, flesh-colored enamel. Form will stand erect without use of braces. The head is one of our newest models and is made of highest grade materials. Price, as illustrated, including wax head and half wax or papier-mache arms, each.....\$42.00

No. 587 is a natural bust model, finished in flesh-colored enamel to bust line. The balance of the form is covered with white jersey. Mounted on a 7 inch round base and standard and is adjustable on the standard. Price as above, each.....\$4.50
Mounted on square base.....5.25
Mounted on pyramid base.....5.00
Mounted on colonial base.....6.00
If velvetreen girdle is desired add 75c to above prices.

Manufacturers and Distributors of

Everything in Metal and Wood Display Fixtures, Papier-Mache Forms, Wax Figures, Clothing Cabinets, Show Cases, Triplicate Mirrors, Outside Display Cases, Window Dividers, Store Stools, Etc.

WRITE FOR CATALOGUES AND PRICES



No. 586



No. 596

Hugh Lyons and Company

802 E. South Street, Lansing, Mich.

New York Salesrooms: 35 W. 32nd St.

Chicago Salesrooms: 313 Jackson Blvd.



YOU SHOULD SEND FOR THIS CATALOG

*Every Merchant or Window Trimmer
Owes it to Himself and His Business
to have this 224 Page Catalog of*

WOOD DISPLAY FIXTURES AND STORE EQUIPMENT

This is the most comprehensive and instructive Catalog of its kind ever printed—many of the pages showing actual window trims will be of great value to the window trimmer. Many new ideas in Store Equipment will interest the merchant. This Book will be sent to Merchants and Trimmers writing for it on the firm's stationery.



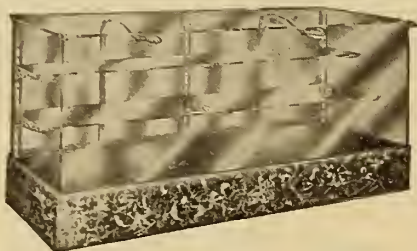
THE OSCAR ONKEN CO.

No. 373 Fourth Avenue

Cincinnati, Ohio, U. S. A.

We Do Not Make Show Cases or Clothing Cabinets

Proper Merchandise Display



is one of the greatest forces you can use to increase sales. It's a silent but very powerful force.

Quincy Special Show Cases

play up all lines to greatest advantage. Attention is attracted to the merchandise, the desire for possession is created, and the sale is made easy.

We make a complete line of equipment for the store and will be glad to help you plan the entire lay out if you so desire.

Write us for our catalogue complete

Quincy Show Case Works

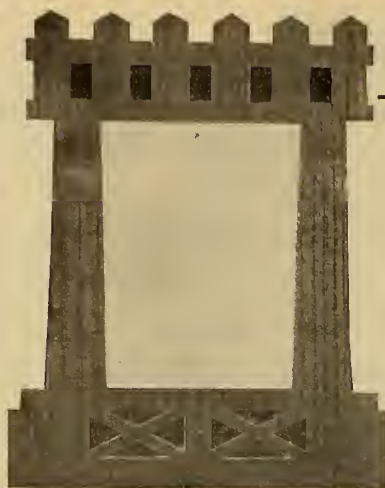
Quincy, Illinois

DALLAS, TEX.
907 Commerce St.

JACKSONVILLE, FLA.
20-28 Julia St.

WICHITA, KANS.
301 Beacon Building

PITTSBURGH, PA.
949 Penn Ave.



Crescent Window Cards

Changeable Panels

Beveled Edges

Heavy Board

No. W 5—Green Japanese Veneer Frame
White Cloud Panel—Red Background
Size 19½x24

"DE LUXE—The popular light weight seven ply smooth finished board. All colors. Costs less than plain coated stock."

Send for New Sample Book and Circular No. 18A

Chicago Mat Board Company

664-666 Washington Blvd.

CHICAGO

::

U. S. A.

From the Southland



Cut Sabal Palm Leaves

High Grade Wild Smilax

Wild Smilax 50 lb. case	\$3.00
Magnolia Foliage 60 lb. case	3.00
Sabal Palm Leaves per 100	2.50
Palm Crowns per doz.	3.00
Needle Pines per doz.	1.50

All prices F. O. B. Evergreen by Express

Illustrated price list on application. Write or wire

The Rumbley Company, Evergreen Alabama

Deeds vs. Words

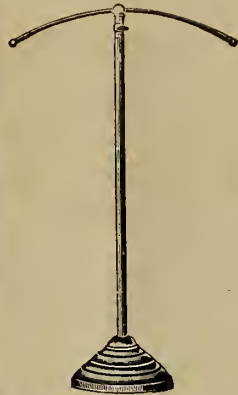
Ask any fixture concern about its product and the reply without exception will be "the best"—naturally. Facts show that where competition is keenest and the requirements most exacting, we invariably secure the business. Put us to the test by directing your inquiry to us—you'll then know more about fixture values than ever before.

Catalogs on request



No. 55

Latest Waist Form. Bust and arms finished in NEW FLESH TINT ENAMEL, balance of form jersey covered. Arms are movable and detachable. \$5.00 each. Without arms, \$3.85 each.



No. 10

Gown Stand. Extensible. Assorted heights.

Base 5 in. \$ 8.10 doz.
" 6 " 11.95 "
" 7 " 14.15 "
" 8 " 21.35 "

Regular finishes



No. 99

Tango Form. Bust and legs finished in NEW FLESH TINT ENAMEL. Stands alone without any brace. Substantial construction.

\$13.00 each.

B. Brager & Sons, 49 Crosbe St., N. Y.

One Block East of Broadway Between Broome and Spring Sts.

Do You Want More Room?

Baine's Brackets in providing more shelf room allow for increased floor-space and added appearance all around. Get all the goods out before shoppers' eyes.



30%
More
Shelf
Room

100%
Added
Appear-
ance

Baine's Adjustable Shelf Brackets

will provide additional shelf room that will surprise you, besides enabling you to get everything where it can be seen. All users of Baine's Adjustable Shelf Brackets know what we mean and we want you to know about our system. Please write

PIQUA BRACKET CO., Piqua, Ohio

Illinois Clothing Cases
Illinois Out Door Cases
Illinois Hat Wall Cabinets

Important Announcement

WE have an exclusive, trade-building, profit-making SERVICE, that we give gratis to the One merchant in Every Town who is First to purchase some Illinois equipment during 1915.

Full information will only be given on receipt of request on your business letterhead. It will interest you—and pay you—to send for this information NOW.

Illinois Show Case Works

1729-37 North Ashland Avenue
CHICAGO

The "BRAINS" of



Joseph Schack, President of the Schack Artificial Flower Co., is in daily correspondence with thousands of display men in nearly every part of the world. Trimmers from every state in the Union, from Canada, South America, Europe, Africa and even Australia are constantly seeking the co-operation of this company in developing displays, designs and decorations. It is therefore only natural that in the course of a year, Mr. Schack picks up hundreds of new and original ideas as to decorations. These are the best ideas, not of one man nor a dozen men, but of thousands of the cleverest decorators in the world. Each season the best of these ideas are illustrated and reproduced in "Schack's Flower Books."

"Schack's Flower Books" each season represent the brains and best ideas of thousands of leading display men. There is no other publication that contains so many new and original ideas for store and window decoration.

And the ideas illustrated in "Schack's Flower Books" are not only handsome and artistic but they are *practical*. The pictures are all made from photographs of the actual decorations. Every display man will find in the new "*Spring Flower Book*" hundreds of ideas for *Easter* displays and it is surprising what handsome effects can be secured with Schack Flowers for a very moderate amount of money.

Schack Artificial Flower Co., 1739-41 Milwaukee Ave., Chicago

10,000 Display Men



Thousands of Clever Display Men contribute their ideas to help make Schack's Flower Books valuable to you—If you have not received the "Spring Flower Book" send for it now.

Before You Plan Your Spring Windows

You owe it to yourself and to your employer to look carefully through Schack's Spring Flower Book. You will find in it hundreds of clever ideas that will help to make your windows more attractive. You will also find that by using Schack Flowers and decorations you can get the high class effect you want for half the money that imported flowers would cost. The leading display men in the best stores use Schack Flowers.

Schack Flowers are made in U. S. A. Use them and help to keep our money at home, but no better flowers are made any place.



Schack's Flower Books are Free. Send us your name and you will receive a copy by return mail. You'd better write for it right now.



Here is shown a stand with and without decorations, it is only one of the many hundreds illustrated in our new "Spring Flower Book."

Schack Artificial Flower Co., 1739-41 Milwaukee Ave., Chicago

Here Are the Decorations You Want At a Price You Can Afford to Pay



Fleur de Lis Vine
Three large, hand-
somerly tinted flowers,
any color. Fine green
foliage. Doz., \$2.00
Gross, \$21.00



Violet Vine
A spring favorite.
Flowers and foliage
are extra good.
Doz., \$ 1.25
Gross, 12.00



Rose Spray
Large, perfect roses, any color de-
sired. An exceptionally fine spray
for spring. Doz., \$2.00
Gross, \$21.00



Peach Blossom Spray
This is new in design and color-
ing. Delicate tints of pink.
Doz., \$ 2.00
Gross, 18.00



Clematis Vines
A showy and effective dec-
oration. Flowers any color.
Doz., \$ 2.50
Gross, 24.00



Japanese Wistaria
This Botanical Wistaria is one of the best Spring
decorations at a small price. Flowers attractively
tinted and leaves a rich green.
Bunches of Wistaria with foliage, per gross..\$8.50
Bunches of Wistaria without foliage, gross.. 4.00



Almond Blossom Spray
Dainty in color and very effective.
Any color. Doz., \$2.00
Gross, \$21.00

LARGE WHITE EASTER DOVES,
Wings can be bent in any position.
\$1.25 Each. \$13.50 Per dozen.

The Botanical Decorating Co., 504 S. Fifth Ave., CHICAGO

Make Up Your Spring Order From These Pages You Can Pay More But You Don't Have To



Green Ivy Vine
Beautiful, rich green foliage.
Doz., \$0.60
Gross, 6.00



Lilac Vine
Very graceful flowers, white or lavender.
Doz., \$ 2.25
Gross, 24.00



Apple Blossom Spray
A new design that will please the most critical. Doz., \$2.00
Gross, \$18.00



Rose Vine
Roses in pink or red. Handsome and very natural appearing.
Doz., \$ 2.25
Gross, 24.00



Rambler Vine
Flowers in red or pink. One of the best ever produced.
Doz., \$ 2.25
Gross, 24.00



Smilax
Dainty green foliage, true to nature.
Doz., \$0.75
Gross, 7.50



Morning Glory Vine
Flowers assorted colors.
Doz., \$ 1.35
Gross, 15.00



Easter Lily Vine
Very fine flowers and foliage.
Doz., \$ 1.50
Gross, 16.50



Daisy Vines
Handsomely colored flowers.
Doz., \$ 1.50
Gross, 15.00



Apple Blossom Vines.
A perfect flower and leaves.
Doz., \$ 1.25
Gross, 12.00

The Botanical Guarantee goes with every flower we sell—Send for big Catalog

The Botanical Decorating Co., 504 S. Fifth Ave., CHICAGO

Art Flowers for Your Spring Opening

Most Complete Line Shown
in My Catalog 325

Write for It

Carl Netschert

ART FLOWERS

12 to 22 N. Michigan Ave.

4th Floor—Ward Bldg.

Chicago :: Illinois



Spring Trims

MADE ATTRACTIVE BY USING

Compo Board

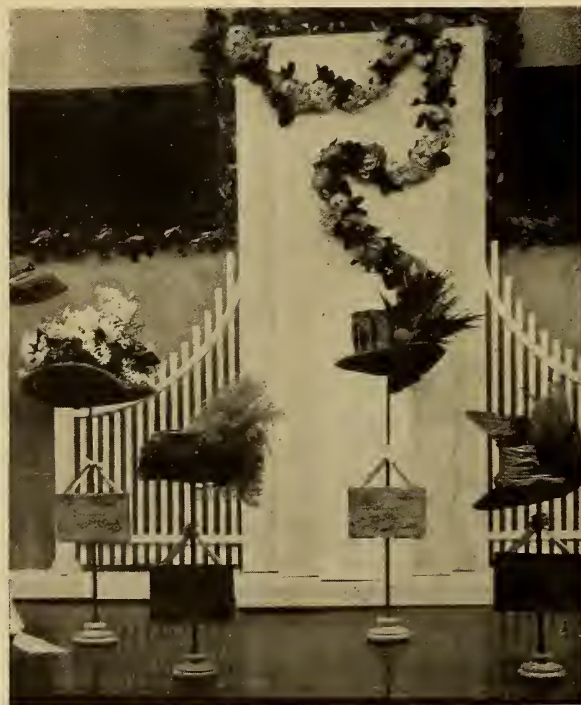
Compo-board is what you must have this season for properly working out your Spring or Easter back-ground scheme.

Compo-board is built with kiln-dried wood slats, as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

Compo-board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-board is not affected by heat or moisture, consequently, will not warp, buckle or split.

We publish quite an elaborately illustrated book, which is printed on the best of paper and tells in an interesting way all about Compo-board. Send for sample and copy of this book, it's free.

Northwestern Compo-Board Co. 1404 LYNDALE AVE., NORTH MINNEAPOLIS, MINNESOTA



CARTERS FAMOUS GREENS

for Your Spring Display

Why buy artificial decoratives when you can get the result of nature's best handiwork and get it quick and save money, too? Put life into your window and interior displays this Spring by using the "real thing." Again we say, use "Carter's" famous greens.



Prompt service, lower prices and better goods—that's why the demand for Carter's Greens has been steadily increasing. You get good, clean stock, right from the woods. Order filled same day as received. Express Rates Lower Than Ever.

SOUTHERN WILD SMILAX

There is no finer decoration for Stores, Show Windows, Churches and Halls. Has wonderful lasting qualities.

Case No. 1 contains 600 sq. ft.	Price.....	\$4.50
Case No. 2 contains 400 sq. ft.	Price.....	3.50
Case No. 3 contains 300 sq. ft.	Price.....	3.00
Case No. 4 contains 200 sq. ft.	Price.....	2.50

LONG NEEDLE PINES

A beautiful and novel decoration; large, dark, glossy needles; beautifully marked stems.

Price, per dozen.....	\$1.25
Per 100	7.00
Chamaerop Palm Crowns.....	Per doz. 2.00
Chamaerop Palm Leaves.....	Per 100 2.50
Sabal Palm Leaves, the large kind.....	Per 100 2.50

MAGNOLIA FOLIAGE

Very fine in decoration, put up in same size cases as Smilax, at same price.

Gray Moss, per sack of 15 lbs.....	\$2.00
Fadeless Green Sheet Moss, free from trash or sticks; per sack of 100 sq. ft.....	4.00
Laurel Festooning, Heavy Grade, 6c per Yard	

Geo. M. Carter

Evergreen

Alabama

Prepared in U. S. A.

FOR YOUR

Spring Opening Displays

This announcement is to bring to your direct attention our natural prepared American Oak Sprays, which are quite new and certainly most effective in their naturalness.

The coloring is true to nature's green with all its life-like softness and lustre.

Natural Oak Sprays

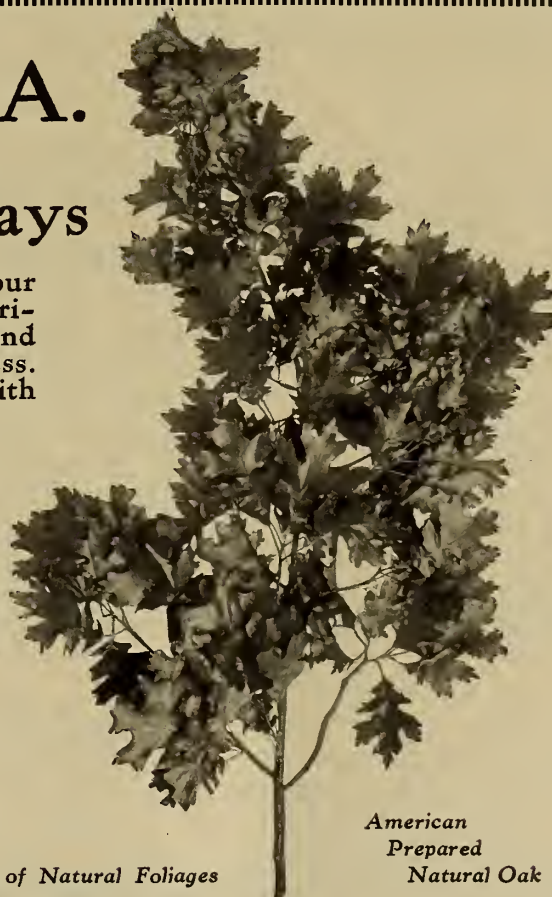
The foliage is grown in this country and is prepared under our own special secret process. Our stock is all from the new crop, which insures against leaves dropping off or any other objectionable features that are to be found in some of nature's imitations. Many of the leading stores of America have placed their orders for this beautiful green foliage to use in their spring windows and interiors.

Sold by the branch or by the pound

Write us for samples and prices,
giving the name of your jobber

Oscar Leistner, 319-321 W. Randolph St.
CHICAGO

Sales Agent for OVE GNATT, Hammond, Ind., Preparer of Natural Foliages



American
Prepared
Natural Oak

"The Last Word in Merchandising Methods"

is the way an impartial description
of a recently remodeled store reads.

It is a Welch-Wilmarth System Store, equipped throughout, Clothing Wardrobes to Showcases. And the Impartial description continues:

"With an eye to the utmost efficiency, members of the firm **personally inspected all the latest store equipment specialties,**"

And Decided on the Welch-Wilmarth

Again: "The new fixtures, while pleasing to the eye, are not extravagantly decorative, but distinctively practicable, the dominant idea being to **lessen the expense of handling and selling**"—

Ever the Dominant Idea in Welch - Wilmarth Systems

Our Designing Departments, in charge of practical merchants as well as draftsmen, are at your unreserved service—and without obligation on your part. Just indicate what you would like to accomplish—and we do the rest.

Wilmarth Showcase Co.

1524 Jefferson Ave.

Welch Mfg Co.

7 Lyons Street

Grand Rapids, Michigan

(Wardrobes licensed under Smith Patents)

New York—20 West 30th St.
Chicago—233 W. Jackson
Des Moines—Shops Bldg.

San Francisco—515 Market St.
St. Louis—1118 Washington Ave.

Minneapolis—27 N. Fourth St.
Pittsburgh—406 House Bldg.
Boston—21 Columbia St.

Made In Grand Rapids

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XXXVI
NUMBER 2

FEBRUARY 1915

Single Copies
Twenty-Five Cent

INTERCHANGEABLE UNITS

STORE FIXTURES ARE NOW MADE AFTER THE SAME GENERAL MANNER AS THE SECTIONAL BOOKCASE—
CONSERVE SPACE AND MAKE CHANGES OF
DEPARTMENTS AN EASY MATTER

IF SOME OF THE FAMOUS MERCHANTS of a quarter of a century ago could come back and stroll through the big modern stores of the present day, they would be compelled to admit that their stores and their methods of doing business were by comparison somewhat elemental. They would find the buildings they once considered large but insignificant dwarfs compared with the immense structures. The show windows of today would cause the old timer to stop and wonder and the many mechanical devices that are now considered indispensable to the big merchant appear as miracles to one who had managed to get along with practically nothing but a counter and a wooden till.

Probably the greatest cause for wonderment would be the conveniences and comforts for customers and store workers and the wonderfully improved store equipment designed to facilitate the making of sales. The hustle and noise of busy seasons in the big store of a generation or so ago is replaced by the quiet, smoothly working machinery of the modern store made possible by carefully trained help working with speedy and noiseless appliances for making change and transporting packages. The stuffy and unwholesome atmosphere of the crowded old-fashioned store is now pure and wholesome, being brought in mechanically and distributed, filtered and tempered to just the right degree. The crowded shelves, counters and tables, piled high with crumpled and twisted merchandise have given way to scientifically designed shelves, cases and cabinets that now accommodate in the same space far more merchandise in an orderly, accessible manner. The old fashioned merchant, used to seeing his customers paw over piles of merchandise in search

of a wanted article, would be surprised to see the ease and speed with which a selection can now be made through the use of cabinets, cases and drawers fitted with glass fronts instead of solid wood.

But while the change has been great, it is evident that in the evolution of modern merchandising methods, particularly as exemplified in the best of modern store equipment, the limit of possible development and improvement has not been reached. It is unlikely that the great store of a dozen years hence will be greatly different from the best stores of today but there will probably be many changes in minor details. In the matter of displaying and handling ready-to-wear apparel, for instance, the rescue of the garments from crumpled heaps on tables and their installation on individual hangers in cabinets and wardrobes, was followed by the all-glass revolving floor cases. Then followed the hat cabinets, the collar, glove, neckwear, shirt, shirtwaist, lace, embroidery, ribbon, infants' wear, trimming, yarn, pattern—in fact and in brief, sections or cabinets for practically every department of the big department store, designed to match the apparel cabinets, and to reduce to the minimum the use of the shelving system.

It seemed as though the limit had been reached in the sections constructed for the individual departments. But there is still another development of the fixture system now being perfected. We say advisedly "now being perfected," for it hardly seems that the interchangeable sectional unit as now offered by the fixture manufacturers has reached perfection—at least, from the structural point. While much has already been done, it seems probable that there will be still further improvement.

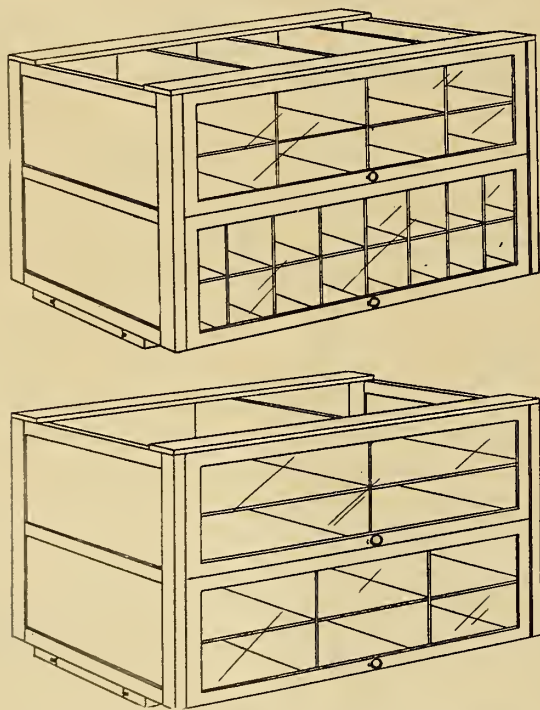
The interchangeable unit fixture for the retail store embody the same general principle that is used in the well known sectional bookcase construction. They are built with uniform outer dimensions which fit together uniformly. As any department grows, business in-



TWO VIEWS OF A STORE EQUIPPED WITH INTERCHANGEABLE UNITS.

creases and heavier stock is carried. To meet these conditions it is only necessary to add more units. Or a department may be changed to another location or to another store, in which case, it is only necessary that the units be reassembled to meet the requirements of different conditions, all of which may be done without difficulty. One important feature of this new addition to modern store equipment is the fact that the units may be joined to and placed in perfect alignment with the standard sectional fixtures of the same manufacturer. This, of course, gives the greatest pos-

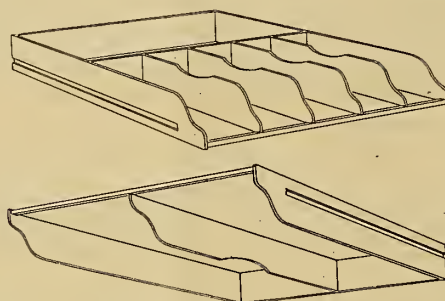
of the Potter Clothing Co. of Jacksonville, Fla., equipped with interchangeable units set up ready for receiving the stock. There are also reproduced a number of small line drawings showing the general appearance and some of the trays used in them for the accommodation of different kinds of merchandise.



INTERCHANGEABLE UNIT COMPARTMENTS.

sible range in store equipment and the proper fixture to fit every requirement of good store service.

We have sought to secure and present to our readers pictures of a store equipped with this latest development in store fixtures. The accompanying illustrations show two small views of the new store



TRAYS USED IN UNITS.

This store has been equipped with units of this class wherever they could be used to advantage. In fact all of the fixture equipment is made in sections that can be rearranged easily to meet any requirements that may arise. If for some reason or another, a department is to be removed to another location, it is a simple matter to change the units. When the store grows, as it undoubtedly will, other interchangeable units will be added from time to time as requirements may demand.

Every merchant will at once appreciate the advantage that lies in the flexibility of a system of store equipment such as this. Any clerk is enabled to effect a change in the fixtures which would formerly have required the services of a cabinet maker or at least a skilled carpenter. Furthermore, the fixtures are not in the least marred through moving and interchanging them, whereas to move the old fashioned, solid fixtures meant practically to tear them down and rebuild them. With interchangeable units, a store may grow slowly or fast as the case may be but the fixtures will always keep pace with the growth.

The makers of these units had a distinct advantage in being familiar with the mistakes that were made



Plate No. 9091—A Summer Display by Robert Driscoll for Wm. Whiteley, Ltd., London, England.

Here was shown what was a most notably display although the picture does not give a just idea of its attractiveness. The Ascot Races in England is an event that is patronized by the most fashionable people of England, in fact, it is the style event of the season. The "Lawn" on Gold Cup Day presents an opportunity for the well dressed woman to parade her latest creations in an atmosphere that in every way shows them to the best advantage. This display represented the famous "Lawn" in front of the Royal Stand. The background was of painted canvas showing the stands and part of the saddling paddock. A fence of 2x½ inch lumber was placed

to the front to add to the effect. The floor in the foreground was covered with artificial turf, which gave a very realistic effect. Wax figures were posed in natural attitudes. The party at one end were evidently busy in discussing the possibilities of one of the horses, while a little further along a seated figure was evidently very much interested in a race card, probably giving her friend a sure thing for the next event. The remaining figures were posed just as one might expect to find them in reality. On the lawn the gowns were changed each day and new creations shown. The size of the window was 40 feet long and 9 feet deep and 12 feet high.



Plate No. 9092—An Opening Display by Jerome A. Koerber, for Strawbridge & Clothier, Philadelphia, Pa.

Here is a display in which a modern art treatment has been used to excellent advantage. The frame of the large triple mirror at the back was decorated in black, white and red in a simple design which can be easily discerned in the picture. Summer furniture of various kinds

was shown in connection with a screen covered with upholstery in an odd design. The same upholstery was draped carelessly over the base of the table shown in the middle. Two figures were posed quite naturally. This made an exceptionally striking display.

by some of the early makers of sectional bookcases. These mistakes have been avoided and the store units are said to be altogether practicable. It is doubtful that the interchangeable unit will ever entirely supplant the standard section fixture.

DOLLAR DAY in Superior, Wis. proved to be such a success that the merchants have determined to make it a semi-annual event. There are several other cities where "Dollar Day" is made a regular event.



Plate No. 9093—A Spring Display by Carl L. Greer for Hudson's Bay Co., Calgary, Canada.

The architectural construction of this design was quite simple and finished in rough stone effect. Back of it were green preserved beech leaves and hanging from the top

were long sprays of wistaria. On the little stand at the left was a vase filled with roses. An oriental rug covered the floor.



Plate No. 9094—An Interior Decoration by Carl W. Ahlroth for the Union, Columbus, O.

This is a simple but pleasing form of interior decoration that was installed on the occasion of a Fall Opening. The same idea, however, could be used to equal advantage for a Spring Opening. The lattice arch-work was constructed to

give the idea of a pergola. The decorations, which in this instance were grapes, could easily be changed to Wistaria. Miniature electric lamps in large numbers were used across the archways.

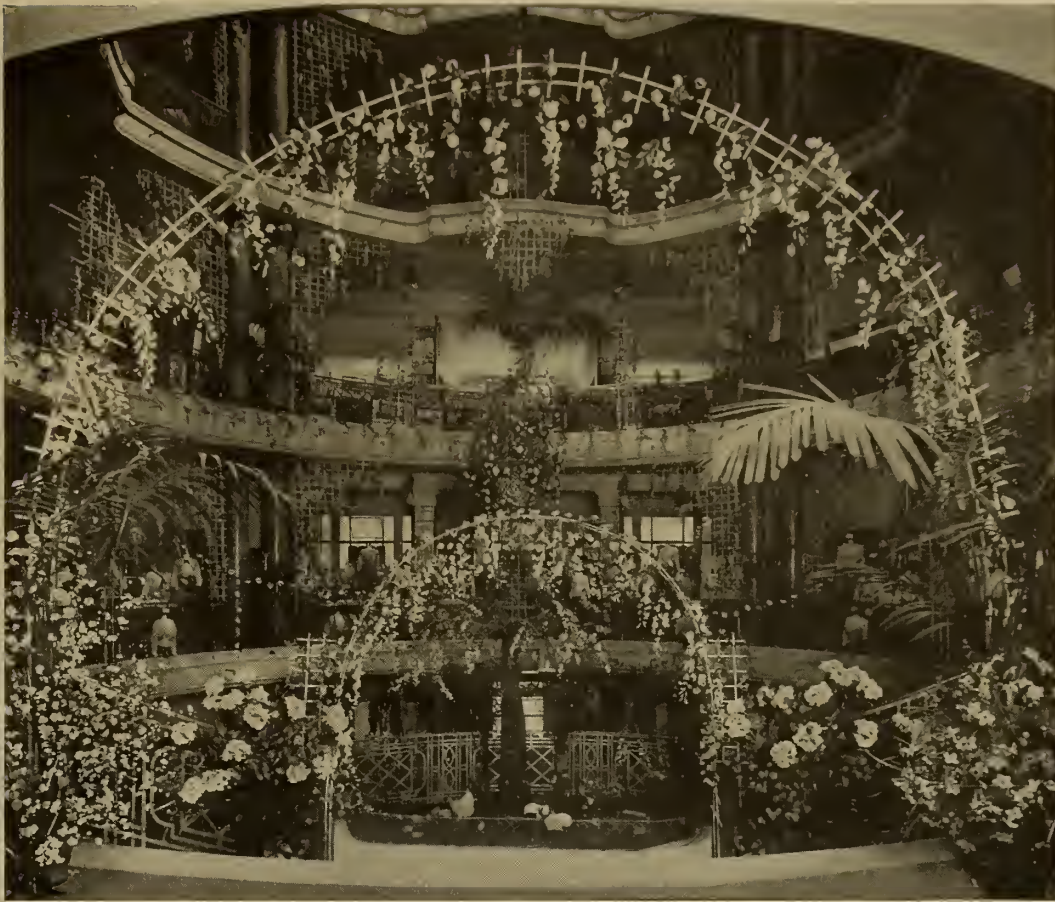


Plate No. 9095—An Interior Decoration by Robert Driscoll for the Wm. Whiteley, Ltd., London.

This picture shows another view of the interior decoration that is used on our front cover. It is a view of the balcony from the first floor. A strip of turf 12x5 feet was laid out and a narrow fence one foot high was placed around it. Within this fence a hen with a flock of small chickens, together with a number of white rabbits, were at liberty to run about an improvised lawn. The animals

were obtained from the live stock department of the store, and as a result of this exhibit a considerable number of hens and chicks were sold together with some dozens of rabbits. The decorative arch shown in this illustration was made by using thin strips of wood, which were painted a light green shade. The flowers were wistaria and pale pink roses.

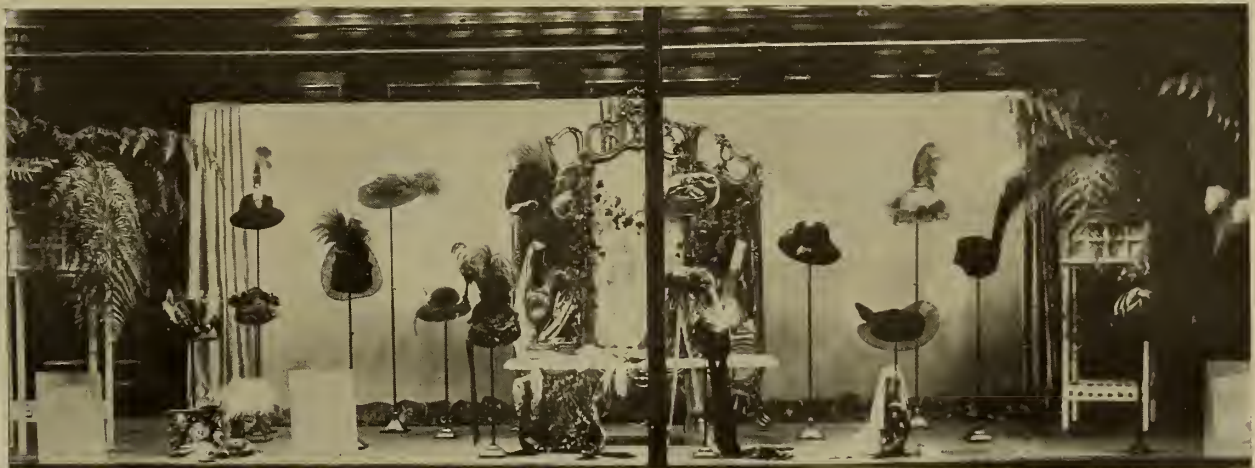


Plate No. 9096—An Opening Display by E. P. Burns for Robert Simpson Co., Ltd., Toronto, Canada.

In front of the permanent mahogany background was placed a long screen or panel covered plainly with white felt. Over each end and the middle of this was draped a length of silk velour. In the middle was a three-leaf

French screen finished in gilt. A seat was placed before the screen. Each hat was placed so that it showed distinctly. The display attracted a good deal of favorable comment.



Plates Nos. 9097-8-9—Spring Displays by Carl L. Greer for Hudson's Bay Co., Calgary, Canada.

Here are shown three of a series of displays that proved unusually attractive. Around the lower part of the ends and back was built up a plain wall of composition board and above this was the simplest of pergolas, finished in a rough effect. Back of this was a mass of green preserved beech foliage. Spring flowers were used against the lower background. The floor was in imitation of large squares of marble in contrasting tones. In the corner was

a curved bench. In the two smaller pictures are shown two other windows of different design that were in this series. The framework extended around the sides and back of each of these windows and all of the space between the columns was massed with preserved beech foliage. In the middle section of each back was a classical painting suggesting springtime. The floors of these windows were also covered with a painted marble design.



Plate No. 9100—A Spring Opening Display by Joe Reich for Joske Bros. Co., San Antonio, Texas.

These windows represented an interior and exterior idea. As the interior was devoted exclusively to gowns, hats and high-class pieces of goods, the exterior showed that Springtime was in full bloom. In order to obtain this

idea, scenery was used on the background and foreground, composed of tarlatan, which created the effective appearance of a glass partition. The color scheme in this window was green and white.



Plate No. 9101—A Valentine Display Malcolm J. B. Tennent for Meier & Frank Co., Portland, Ore.

This is a pleasing Valentine Display that attracted a good deal of attention. It was designed to show valentines and favors of various kinds. The principal idea used in this display was a combination of Kewpies combined with hearts. At either end of the display was an immense

heart covered with red silk to which was attached a number of Kewpies of various sizes. In the middle of the window was a team of stuffed swans with a harness of red satin ribbon. These were drawing a small cart in which was a doll driving.



Plate No. 9102—A Spring Display by Jerome A. Koerber for Strawbridge & Clothier, Philadelphia.

This was a remarkably effective bridal display owing to the fact that every little detail was carried out with the greatest accuracy and in excellent taste. At the back was a large, three-fold mirror screen, the frame of which was

decorated with flowers in delicate tints. At one side was posed the bride and on the other were her three bridesmaids, all costumed to the smallest detail. The posing was altogether natural.



YOUR SHOW WINDOW AND ITS MESSAGE

DOES IT GET THROUGH?

J. C. Bodine

EDITOR'S NOTE—This is the first of a series of articles by J. C. Bodine that will cover in a practical way the designing and building of backgrounds and settings for show windows. The articles will also cover the underlying principles of modern window decoration and display. As a designer of show window settings, Mr. Bodine is in a class of his own. His work for some of the best stores in the United States and Canada during the past few years has attracted much favorable notice not only from merchants and display men, but from the public in general. His articles will have the advantage of being written by a practical designer and workman rather than a theorist. We believe that our readers will find this series of unusual value.

JUST A FEW QUESTIONS by way of making a start with this series of talks covering some of the many problems of show windows and their decoration—just a few questions to be answered by the merchant who has secured a store in a favorable location and has purchased a stock of merchandise based upon the estimated buying possibilities of the city or neighborhood, and who intends that all of the buying public shall know to the fullest of this carefully selected stock and of its worth.

Are you on good speaking terms with your show window? Are you thoroughly acquainted with it and its possibilities for your welfare? And, through a keen understanding of the opportunities, are you really on friendly terms with your show window? If you cannot answer these questions with a decided affirmative, you are overlooking your one best bet; you are slighting your best representative, your best salesman. Whatever you may do otherwise, do not fail in appreciation of the show window with its long hours of service, long hours of exploiting your merchandise and the values you have to offer, hours that begin before the store is opened

and continue long after closing time. Surely this is service that should be appreciated.

That the show window is a powerful selling agent has been demonstrated so fully and so thoroughly that there can be no further question on that point. Any merchant who has been successful in a broad sense, who has been the means of building up a big retail business, will vouch for the value and efficiency of the show window. However, there have been many instances where an uncertainty as to the returns for money spent on window display has risen in the mind of the merchant. The proprietor of the store has sized up expenses and estimated returns and come to the conclusion that it is easy to waste money on the windows. And so it is. It's mighty easy to waste money on window display but here is a little fact in this connection that may be set down as final—*When money is wasted on window display, the fault lies with the methods employed and not with the window itself.*

The merchant who wastes money on his windows is one who is not really acquainted with his show windows and their possibilities and requirements. The acquaintance with the show window and a friendly understanding of it must be established as any other acquaintance would be—the window must be studied carefully so that its greatest possibilities may be developed to the utmost. Here is another little thought about understanding show windows and wasting money on them—*Money for window display is wasted more often through not spending enough than through spending too much.*





PLATE 1—A SCHEME OF DECORATION THAT CAN BE MADE TO FIT ANY WINDOW.

The secret of success in making an appropriation for window display is to spend—not too much—not too little—but *just enough*. Just the right amount to bring out the greatest selling efficiency of the window. But making successful window displays is a matter more of ideas than of money. A good idea backed by a little money will generally accomplish much more than a lot of money when the idea is lacking. We will have more to say about the amount of money that should be spent upon a window later.

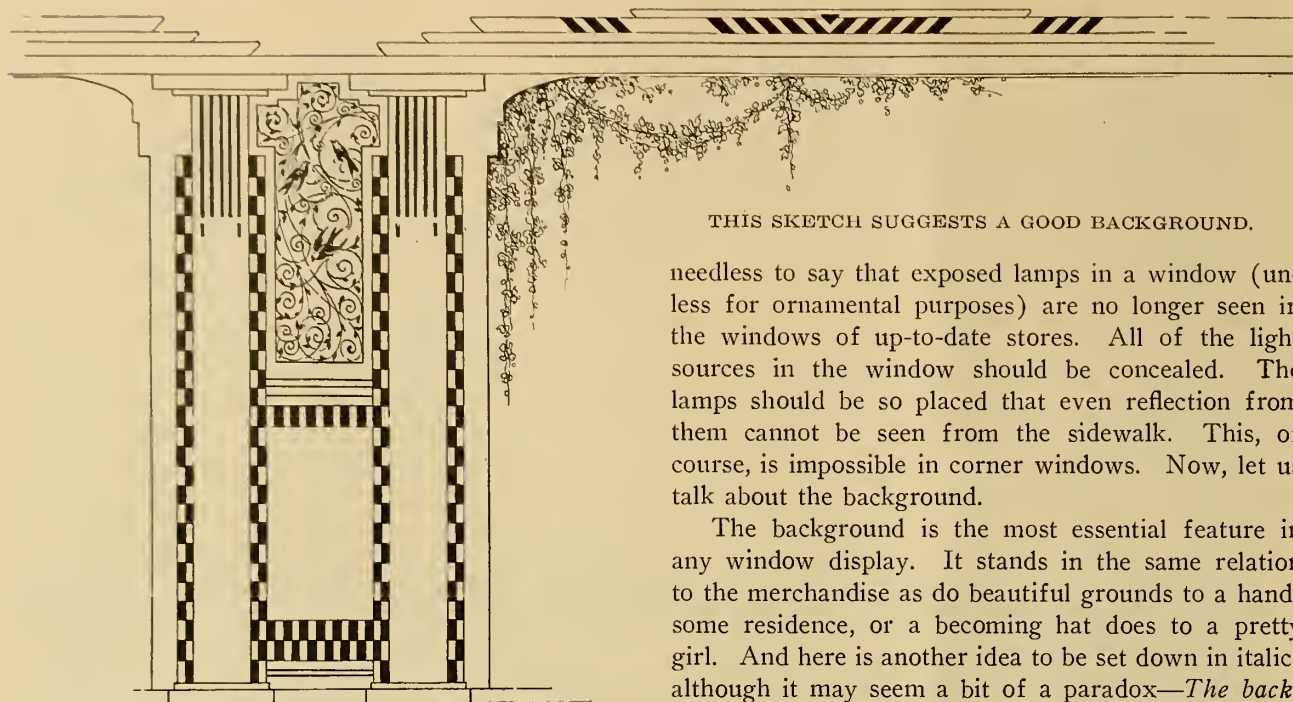
We know that you do not neglect your show windows intentionally. No sensible merchant would do that. But we do know that your enthusiasm skids now and then, because you don't know just what to do. It is the purpose in these articles to help you through some of the more slippery places that have proved disastrous to others. In the first place let us get a clear understanding of what the show window is, what is expected of it and we can then decide what we will do to assist it in the performance of its functions—that is, to sell more goods.

To start with, the show window is a part of the store for which a certain percentage of rent is paid. This rent has to be paid whether the window is made use of or not. Next, the show window is the

only direct connecting link between the merchandise inside the store and the possible customer who is passing on the sidewalk outside. The function of the window is to introduce the merchandise inside to the passerby outside. This will be accomplished efficiently or otherwise accordingly as the show window and merchandise are handled. With competition what it is today it seems a most short-sighted policy to show the merchandise otherwise than at its best and to do this requires a certain amount of money—not very much but enough.

Another way to consider the show window is as a department or as part of the selling force. Viewed in the latter light, it certainly is a hard worker—it is pulling in sales two shifts each working day and holidays as well—no eight hour day for the show window. So it will readily be seen that money invested in the show window will do far more work than when spent in any other way.

Now let us consider some of the physical aspects of the show window. Of course the construction must be right. It must be fitted with proper ventilation and drainage or there will be frosting and fogging in winter which means the window will be "off watch"—as useless as a salesman in a hospital would be. Good window construction that is as near frost proof as possible is not expensive, but if it were



THIS SKETCH SUGGESTS A GOOD BACKGROUND.

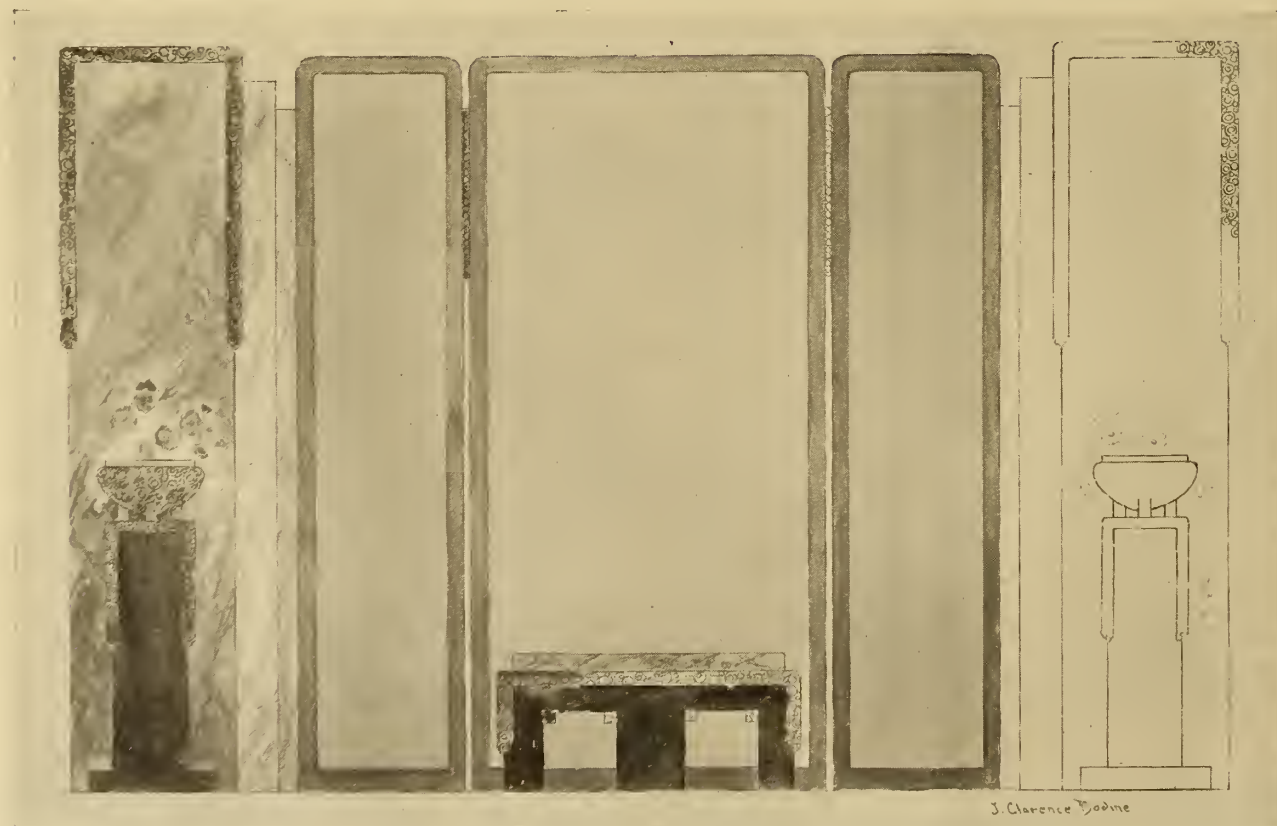
needless to say that exposed lamps in a window (unless for ornamental purposes) are no longer seen in the windows of up-to-date stores. All of the light sources in the window should be concealed. The lamps should be so placed that even reflection from them cannot be seen from the sidewalk. This, of course, is impossible in corner windows. Now, let us talk about the background.

The background is the most essential feature in any window display. It stands in the same relation to the merchandise as do beautiful grounds to a handsome residence, or a becoming hat does to a pretty girl. And here is another idea to be set down in italics although it may seem a bit of a paradox—*The background is not intended to be looked at and admired as something in itself handsome, but merely as a setting to set off the merchandise by contrast or harmony.*

expensive the wise merchant would pay whatever it might cost within reason. Then there must be a good background of some kind but as to this we will go into details further along.

Lighting, too, is imperative. As a general rule it costs no more to light a window properly than to do it in a haphazard way. It all lies in a judicious choice of fixtures selected because of their special appropriateness to the window in question. It is possibly

Hence, the background must be neutral in harmony and design. This does not mean that the design must be plain. It may be as ornamental as one likes but the ornamentation should not be of such a character that it will lure the eye and divert attention from the merchandise. Examples of this style of ornamentation are



J. Clarence Bodine

PLATE 2—AN IDEA FOR A PANEL BACKGROUND AT A REASONABLE COST.



A SCENIC PAINTING THAT IS PLEASING, BUT HAS NOT TOO MUCH DETAIL.

shown in the sketches that are reproduced in connection with this article. We have occasionally seen backgrounds that were works of art and which would have passed as nearly perfect examples of interior decoration, but which were complete failures as window backgrounds for the reason that their composition was such as to compel and hold attention to the complete exclusion of the merchandise. This feature is one that must be appreciated by the designer of backgrounds.

Of the permanent backgrounds that are built into windows to last for many years, we will say nothing as these are generally made of mirrors or mahogany or other hard wood and ornamented in some modest classic style. Such backgrounds are practically the same in all stores and readers of this journal are familiar with them. Other backgrounds may be divided into two more or less general classes the "*temporary*" that is put in for an opening or some such similar occasion and taken out a few days or weeks later, and the "*semi-permanent*" which is installed with greater care and cost to last six months, a year or even longer.

Semi-permanent backgrounds are growing in favor and there are several excellent reasons for this. It is a well known fact that the public likes a change occasionally. No matter how attractive a background may be, it loses its charm after it has been seen hundreds of times. It therefore seems a good plan to have a background that is not so expensive but that the merchant can afford to throw it away after a service of six months or a year and buy a new one. Such backgrounds, while carefully designed and well built, are not made of expensive materials. Instead of using solid wood or even veneer, the larger panels are made of good wall board and painted in appropriate tints. Usually such a background is put in for the spring or fall opening and colored to conform to the season. Six months later, if the merchant does not

care to pay for an entirely new background, he can send the old one to the shop and have it refinished in accordance with the tintings of the next season. Seasonable flowers can be added and the setting is to all intents and purposes a new one and the cost is trifling.

But whatever kind of a background may be installed, the merchant can not afford to have one that is "cheap" in appearance either in regard to materials or workmanship. A cheap setting infallibly lends its cheapness to the merchandise just as a cheap, tawdry wax figure detracts from the apparent value of a handsome gown. Cheesecloth and crepe paper may serve a useful purpose in decorating a display of five- and ten-cent goods or even hardware and some other lines but in a window of wearing apparel they should never be used. The same applies to other materials that are evidently used only because of their small cost. This however, does not mean that we are in favor of costly window settings. On the contrary, it is our firm belief that only enough should be spent upon a setting to secure the desired result without stinting it.

The window designs that are illustrated on these pages are good typical settings in that they are sufficiently ornamental and they can be produced at a moderate cost. The frames are made from ordinary dressed lumber but they are carefully framed and are painted in workmanlike style that eliminates any suggestion of cheapness. The large spaces of the panels are of wall-board also carefully tinted. Practically all of the little details of ornamentation are inexpensive pieces that can be had from dealers in this class of ornaments or window supply houses. The effect of these designs lies rather in the general scheme of decoration than in the cost of the materials.

In this article it may be well to say something as to scenic paintings. Don't use them unless they are good. This does not mean that they should be works



Plate No. 9103—A Bridal Display by W. L. Blaney for Hale Bros., San Francisco, Cal.

This is one of the series of displays used last season in the Market Street windows of this store. It illustrated the latest edict in fashions for weddings—the bride in pink. The display was new in every detail of fashion and proved of great interest, as it was put in just before the bridal season. It was very carefully developed, showing every detail in perfect accord with the fashion note from Paris. The bride was attended by her father and preceded by the

maid of honor. Four brides-maids and flower girl were all dressed in delicate pink. The background was of green velour with white lattice over which were trimmed pink tea roses. The paintings were set about three feet in the rear of the background proper to give detail to the display. The rest of the windows were trimmed with presents suitable for June brides. The pavement in front of this window was crowded constantly.

of art but that they must conform to certain well known rules governing perspective, drawing and color. If the merchant or display man are not quite positive that they have fair judgment as to painted scenes, they should call in someone who really knows about them or entrust the work to an artist who may be depended upon to do the work right. Amateur scenic paintings are as a rule very bad indeed when viewed by an experienced eye. Almost invariably the perspective is altogether impossible and the coloring handled neither wisely nor too well. The introduction of the human figure into an ordinary window painting is in most cases a mistake although classical or mythical figures are sometimes used to good effect in pretentious scenes for fall or spring. The purpose of the scene is generally to please the eye in a vague way through its color rather than through detail, and to suggest the season for which it is used. Modern figures defeat this purpose. An example of a simple window painting by the writer is shown here. It will be noted that in spring colors this would please the eye in a general way while there is no detail that makes any strenuous claim to notice. If we had added a boy fishing in the water in the foreground and a fancy cottage toward the back the picture would have lost its simplicity and therefore its usefulness as a window decoration. Keep in mind that it is the merchandise in the window, not the decoration that is to attract real notice.

Plate 1 shows a pleasing little scheme for a background although the color values are entirely lost in the reproduction. The original sketch showed a framework in which the predominating color was a strong, deep blue but as blue photographs much lighter than it appears to the eye, the effect is lost. However, a general idea of the decoration of the design can be made out. The narrow side panels were in a soft tint

of neutral tone and at the top of each was painted an oblong panel of field daisies with bright green foliage. The painting at the top of the central panel was a quiet spring landscape in soft warm tones. Little gilt medallions were used in rows on the two narrowest sections of the design. At the left may be seen an ornamental flower stand also carrying out the daisy scheme. This is to be made of wood and decorated to conform with the frames of the panels.

Plate 2 is also a panel design even simpler than the one shown in Plate 1. This is to be carried out in a combination of richly veined marble at the sides with a border or frame of ornamental old gold. The latter may be of carved wood or molding. The pedestals which show but indistinctly in the picture are of composition board covered with a thin veneer of mahogany or circassian walnut. These are surmounted by urns for holding flowers. The low table in the middle corresponds with the pedestals with the exception of the top which has gold trimmings and a marble top. The marble effect of the panels is painted, being in dark tones at the bottom and growing lighter toward the top. This would be a highly effective setting for a clothing window although it might be used with almost any other line.

The black and white design shows only one end of a semi-architectural setting which requires little description. This would make a handsome scheme of decoration and it can easily be expanded or contracted to fill a window of any size. The main part of the back could be finished with a painted panel or it would appear equally effective by simply allowing the mirrors to show through. The heading of this article is also a suggestion for a scheme of window decorating. The foregoing article has been intended only as a more or less general introduction to the more practical articles that are to follow in this series.



Plate No. 9104—A Spring Opening Display by J. H. Roy for the Paquet Company, Quebec, Canada.

This is a Spring Opening setting in a window 16x18 feet. At the back was a scenic background, which is somewhat indistinct in the picture. The floor was covered with real moss and the decorations over the framework consisting of a profusion of Southern Smilax and roses in Spring colors. At the left rear corner will be noted a figure

seated in a swing. This swing was operated by a motor and swayed slowly back and forth. The architectural details of this display are sufficiently evident in the picture to need no description. All of the figures were covered with drapes made without cutting the materials. This window attracted much favorable notice.



Plate No. 9105—An Anniversary Display by the Standard Furniture Co., Seattle, Wash.

On the occasion of the fiftieth anniversary of this store this window was installed as a reminder of days that are gone. Pieces of old furniture were borrowed from old residents of the city and the arrangement was made to harmonize. The quaint old chairs, home woven rugs, kerosene lamps, antique clock and other pieces of furni-

ture and ornaments fitted in with the old fashioned clothes worn by the figures posed at the ancient piano. Throughout the entire store displays of a similar character made up of old fashioned articles were shown. This event proved a great attraction. Many old timers were drawn to the store.



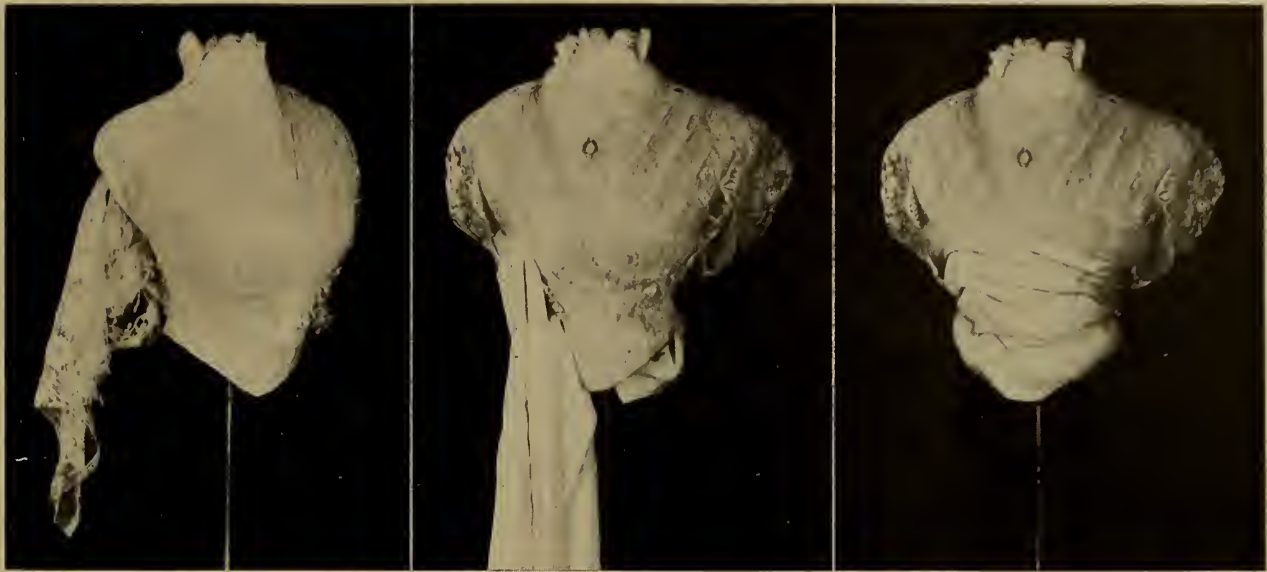
EXAMPLES OF DRAPES MADE FROM FASHION BOOK PATTERNS BY WALTER G. KURTH FOR HUBBARD & CO., COLORADO SPRINGS, COLO.—THE DISPLAY MAN WHO HAS A LITTLE INGENUITY WILL FIND FASHION AND STYLE BOOKS A BIG HELP IN GETTING UP DRAPES.



Plate No. 9106—A February Display by A. A. Haines for Foster, Stevens & Co., Grand Rapids, Mich.

There is a somewhat general tendency toward overdoing patriotic decorations. As a matter of fact very little is required to suggest the occasion for which a Washington's Birthday or Fourth of July window is dec-

orated. Here is an example. At either side of the middle was a white column decorated with an American flag. At the bottom of each was a drum and in the middle was a picture of our first President.



THREE STEPS IN MAKING A WAIST DRAPE BY R. L. PAXTON.

Some Waist Drapes

WAIST DRAPING is comparatively easy when one once gets the knack of it and with a little practice and an inclination to study styles, some very effective results can be obtained. Laces lend themselves especially well to waist draping as a lace waist is generally more or less vague as to design. The accompanying series of pictures show three steps in the formation of a waist by R. L. Paxton, head display man for W. C. Stripling, Fort Worth, Tex. An ordinary shirt waist form was covered smoothly with any soft, light material that will fit closely. We are now ready to start and the picture at the left shows the first move. A remnant of lace flouncing one and

one-half yards long by eighteen inches wide is selected for making this tunic. Take one end and drape in box plaits up left side, across the back and down the front on the right, draping the ends on the bias to give the desired effect of short sleeves. For a sash use any sort of soft white silk that can be found in a remnant. The lower front and the waist line are finished with white fur although other trimming suitable to the season might be used. Draping waists from remnants in this manner is even easier than making them from longer pieces of goods as there is no surplus material to conceal at the finish. Mr. Paxton makes these and similar drapes in but a few minutes and the materials are not damaged



Plate No. 9107—A Furniture Display by Harry W. Hoile for Loveman, Joseph & Loeb, Birmingham, Ala.

This was a display of black and white furniture and draperies. The window was arranged quite simply to give the general impression of a bedroom. Flowers and a few

toilet articles helped to soften the effect and to add a bit of needed color. The show card was in the same design as the draperies.



THIS PICTURE GIVES A GOOD IDEA OF THE STORE FRONT.

A MODEL STORE

THE WENTWORTH CLOTHING COMPANY DEVELOPS IN A FEW YEARS FROM A SMALL ONE-MAN SHOP INTO A BIG WHOLESALE AND RETAIL ESTABLISHMENT WITH EVERY MODERN EQUIPMENT

THE WENTWORTH CLOTHING COMPANY has just completed the extensive remodeling of their store and store front at an approximate cost of \$7,500.00. This company was established in Spokane, Washington, by J. W. Wentworth in 1888 in a modest store 18 by 32 with one salesman on the payroll. Year after year this store has expanded and grown until it is now recognized as the largest exclusive men's and boys' shop in the "Inland Empire." It occupies a floor space of about 13,000 square feet, employs 25 salespeople, and does a large wholesale as well as retail business.

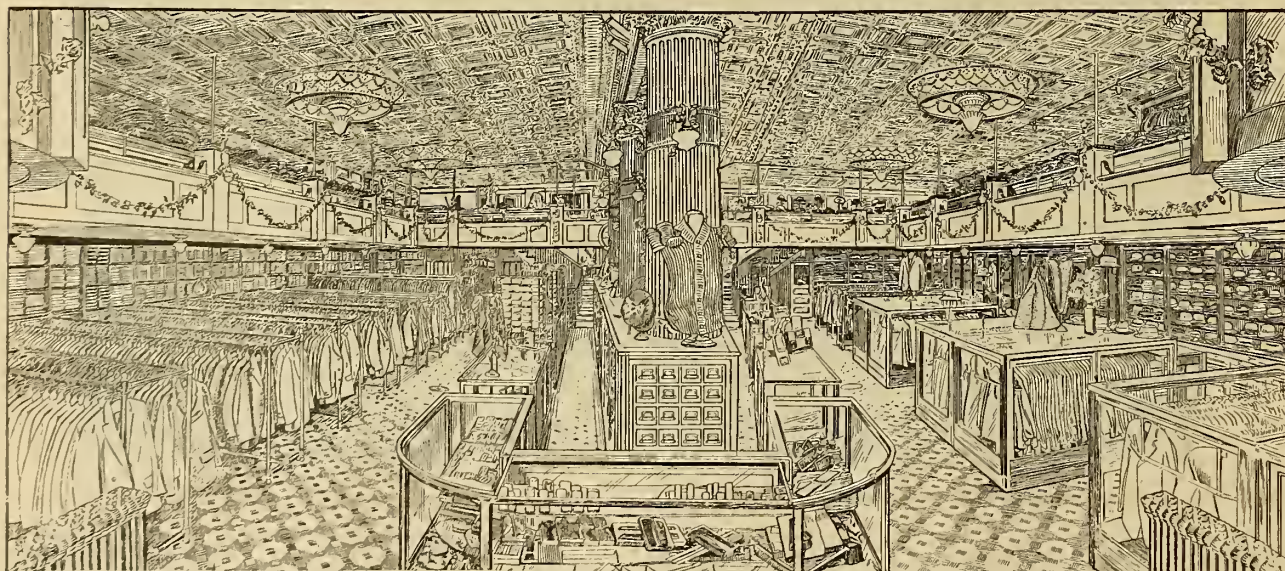
A beautiful new mezzanine floor has been installed with a floor space of 1,100 square feet, devoted entirely to juvenile wearing apparel. From this mezzanine floor in the rear lead the general offices and ladies' retiring room. This floor is furn-

ished with elevator service or can be reached by wide easy stairs.

A complete new lighting system has been installed which, as well as adding to the attractiveness of the interior, makes a bright, pure white light possible at all times. The lighting system is especially effective. The color scheme throughout the store is mahogany and white. One of the effective features is the daylight tailor shop built over the areaway in the rear and easy of access from the main floor. This shop is covered with a skylight and has all of the latest sanitary equipment.

The men's lavatory is on the landing of the stairs that lead into the basement. The basement is used for stock rooms, shipping rooms, receiving rooms, etc. The fifth floor of the building is utilized for a bargain salesroom of odds and ends, and stock rooms, as well as rooms for the card writer, fixtures, etc. An unusually efficient cash system has been installed, the salesmen doing their own wrapping.

The new front of the store utilizes every available inch for display purposes. Two large outside cases at each side of the front are not shown in the



INTERIOR VIEW OF THE WENTWORTH CLOTHING COMPANY STORE.



Plate No. 9108—A Spring Setting by Harry Heim for the Marston Company, San Diego, Cal.

This was a remarkably effective little display of Spring dress goods. Its principal charm lay in the exquisite color combination of pale lavender and green, which composed

the large drape at the left. The remaining details are evident in the picture. A box of flowers was used in the middle of the back.

picture. By lowering the transom bars about ten inches it was possible to get a good display space above for boys' goods.

The case in between the two entrances of the store has been found to be especially good for special trims and for the display of novelties. The new indirect system of show window lighting is used

and the window backgrounds are finished in a rich mahogany. Above the panels in the rear and in the transoms over the doors handsome art glass effects have been used. Since remodeling the store the business has shown a considerable increase over that done in the same period a year ago, making it evident the public appreciates modern equipment.



Plate No. 9109—A Telephone Window by O. F. Ballou for C. H. Almond D. G. Co., Lynchburg, Va.

This window was designed and installed through the co-operation of the telephone company. The local branch furnished all of the telephones, switchboard, lithographed pictures, etc. In the middle of the back was a large circle with a long, narrow panel extending out from either side. Upon these sides were painted the phrases, "Don't Walk—Talk!" "Our Number is 2595." At the lower edge of the circle a shelf held the lithographed "man" in place at the desk, holding a telephone. A map of Virginia and another of Lynchburg were used to cover the main surface

of the background. A considerable number of real transmitters were used as well as a number of lithographed ones cut out of heavy cardboard. All were connected with blue ribbons running toward the center. Two figures were used, one with a house telephone on a regular stand and the other represented an operator at the switchboard. A little card at each 'phone told of the departments of this store that can be reached by 'phone. In front was a small toy delivery wagon with a card calling attention to "Prompt Delivery of 'Phone Orders."



Plate No. 9110—An Opening Setting by Chas. E. Orr for Goldstein-Migel Co., Waco, Texas.

The central section of this background was a scenic painting, at each side of which was a column covered to represent onyx and surmounted by a classic capital of

composition. Across the top was a ledge. The floral decorations require no describing. A low onyx plateau was used on the floor.

THE MATTHEWS STORE in Brooklyn had on exhibition a remarkably accurate model of the U. S. Battleship "Massachusetts." Fifty dollars divided into fourteen prizes was offered to the

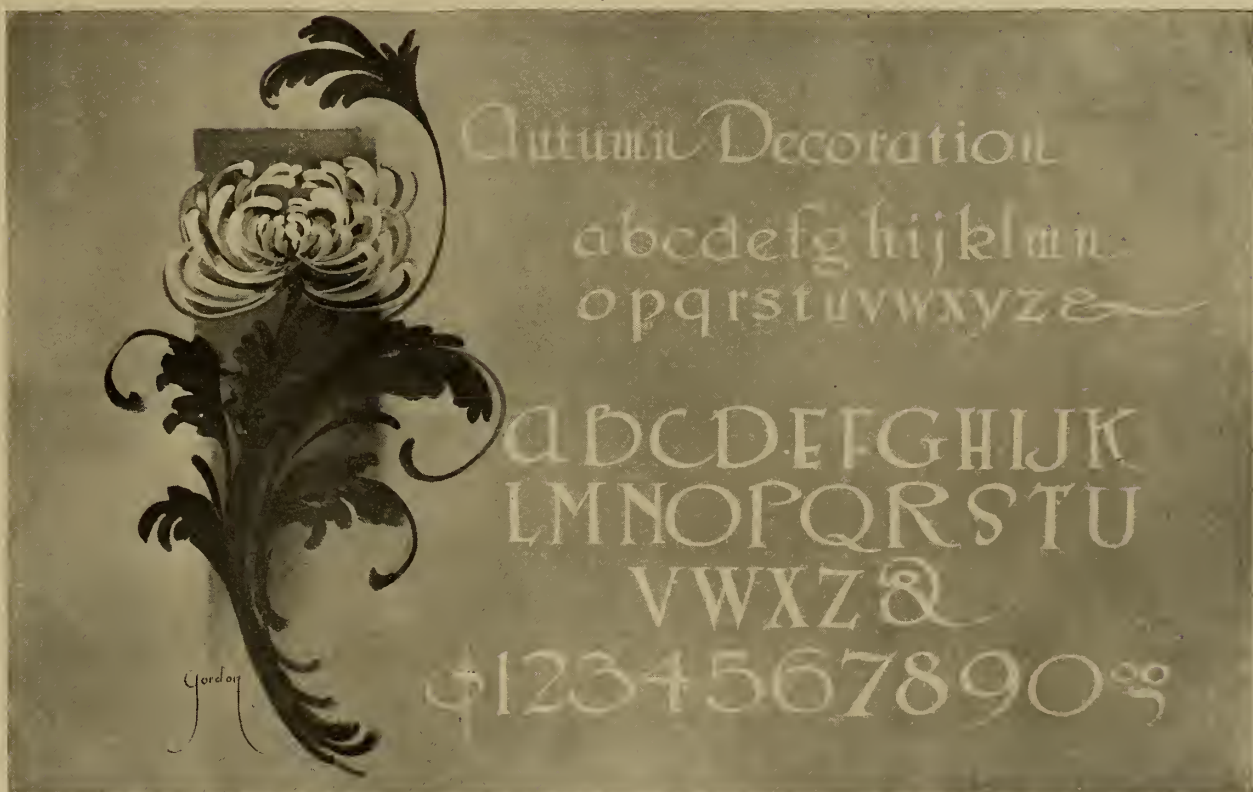
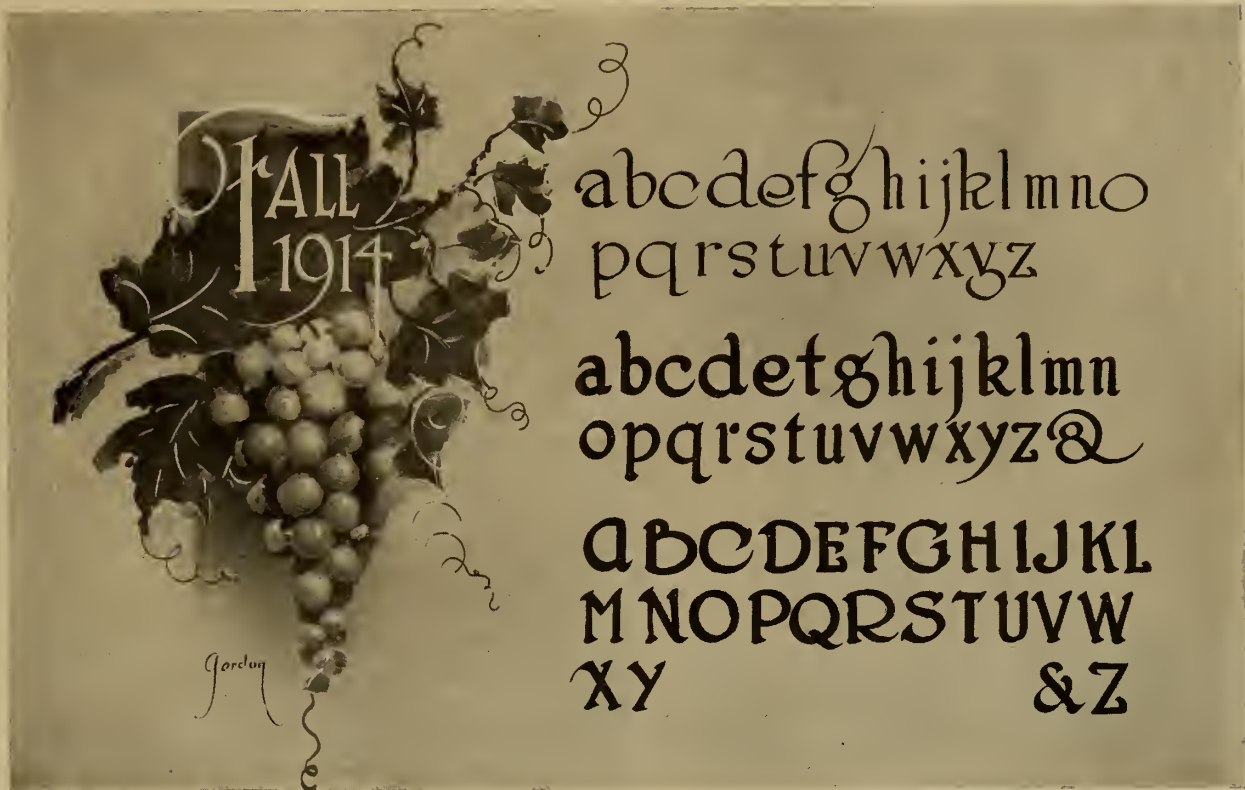
school children who wrote the best essays about the boat. The compositions were limited to 300 words and the awards were made by the school-editor of one of the Brooklyn newspapers.



Plate No. 9111—A Background by Leslie D. Slack for Benesch & Pierce, Breckenridge, Minn.

Here is an attractive background for a small window that was put in at small expense. The background proper was in Nile green, in which was worked in relief a floral design which may be seen hanging down at the ends and at the sides of the middle panel. Along a sort of cornice at the top cherry blossoms and ferns were arranged in

profusion. The painting in the middle was a Japanese scene in greenish grey tones done principally with an air brush. Moss was used for the floor. Across the middle of the back was placed a flower box in lattice effect filled with cherry blossoms and ferns. This was used as a spring setting.



SHOW CARD WRITERS ON THE PACIFIC COAST HAVE LONG BORNE THE REPUTATION OF BEING AMONG THE MOST EXPERT IN THE WORLD AND THIS REPUTATION APPEARS TO BE WELL DESERVED—AT ANY RATE THE WESTERN CARD WRITERS HAVE A STYLE THAT IS ALL THEIR OWN AND THEIR CARDS HAVE A PLEASING CHARACTERISTIC SNAP SELDOM SEEN IN OTHERS—THE ALPHABETS SHOWN ON THIS PAGE ARE CHARACTERISTIC OF THE PACIFIC COAST STYLE—THEY ARE BY "GORDON" OF SEATTLE.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT
WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmon's Journal of Window Dressing"	Established 1893
"The Show Window"	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	Established 1903
"Merchant and Decorator"	Established 1905

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MEMBER CHICAGO TRADE PRESS ASSOCIATION

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The International Association of Display Men

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*Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

*When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

*Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

February, 1915

CONTENTS.

Interchangeable Units	15
Your Show Window. J. C. Bodine	22
Waist Draping	29
A Model Store	30
Show Cards by "Gordon"	33
Keeping Salespeople Busy	34
Our Cover Design	35
More Ad Editorials	35
Monthly Prize Contest	35
Notes from New York	36
Mid-Winter Fair	40
Store Golf	41
Wisdom and Knowledge. Walt Mason	41
Samplers	42
Cheer Up	43
Fixture Makers Meet	43
Unusual Decorations	44
Telephone Calls	45
Short Lengths for the Ad Man	46
Mail Order Profits	48
Made in U. S. A. Show	48
About Show Cards. S. Friedman	49
University Teaches Window Display	55
Service and Efficiency	54
I. A. W. T.	56
For Our Advertisers	60
Outside Cases	62

Keeping Salespeople Busy

WHEN YOU BUY A CLOCK, you want one that will run twenty-four hours a day. When you hire a salesman, with the understanding that he will work from eight o'clock to five, you want to benefit by his services from eight o'clock to five. A good clock will run all day without any assistance from you. But the best of salesmen will be idle part of the time without your help. You have got to give him something to do. He will sell goods if there are people in the store to sell to. You have got to get the people into the store—that's up to you.

The crowded stores—the ones whose salespeople are busy all day, earning every cent of their pay—are the stores that advertise in the daily newspapers. People shop in greatest numbers where shopping is made convenient and easy by preliminary display of the goods in print. They flock to the stores where newspaper invitation assures them of a welcome.

§ §

Women Read Store News

OCCASIONALLY you will meet a woman who has practically no knowledge of the general news of the day. But don't assume for that reason that she does not read the newspapers. She may know little or nothing about the progress of the war or the progress of the Prohibition movement but she can tell you that the Busy Store has just received a fresh stock of carpets and linoleums that are to be sold on the second floor Monday at 20 per cent less than the usual prices. Maybe she isn't very well up on the doings at Washington but she is mighty well posted on the values that are being offered from day to day by the Emporium and the Boston Store.

Yes, women read the newspapers for the same reason men do—to acquaint themselves with the progress of events in such lines as interest her. And what interests her, mark you, she makes a matter of interest to her husband.

§ §

An Encouraging Outlook

THE RESULTS of a country-wide investigation by the Chamber of Commerce of the United States into business conditions is full of encouragement. While it discloses some sections in which the situation remains depressed owing to local conditions, the general outlook is distinctly reassuring.

The facts revealed by the investigation afford a solid basis for the optimism which is finding expression on all sides. The views of men whose business keeps them in touch with the general situation are all of one tenor—that business will continue to improve.

Our Cover Design

THE HANDSOME INTERIOR DECORATION shown on the cover of this issue is reproduced from the decoration used in the magnificent rotunda of the Whiteley Store in London, last season. It was designed and put in by Robert Driscoll, chief display man for this establishment. This scheme was arranged and placed in position within 7 hours by Mr. Driscoll and his regular staff of four helpers with the outside help of half a dozen boys. The trellis was made in heavy lattice and fancy designs by using $\frac{3}{4} \times \frac{1}{4}$ inch prepared laths. They were then painted in a shade of light green. The flowers used in this decoration were wistaria and pale pink roses. On the mezzanine balcony was placed a large artificial cherry tree in full bloom. Roses were hung from a large gold basket in the center of the dome to the various floors. These baskets were 14 feet in circumference and 14 feet from the top of the handle to the bottom. Altogether this arrangement made a highly effective scheme of decoration for a rotunda of the architectural style of this one. While not excessively expensive, this scheme produced an admirable effect. A picture of another detail of this illustration is shown elsewhere in this issue.

§ §

More Ad Editorials

JUDGING from the many letters received a good deal of interest is taken in the ad-editorials used by some of the big stores. Frequently we are asked as to the names of stores that run every day an editorial in their advertisement. We know of but one store that prints an editorial in each day's advertisement—that is the Wanamaker store. Each day the Wanamaker ad has an editorial referring to the store and its service. All of them are presumed to be written by Mr. Wanamaker and his name is attached to each. The following are some recent examples:

This Is Not a Place for a Dollar to Stand Still

We are not willing to put high figures on our goods to get an advertisement out of them later that we are selling things at half price.

When we advertise things at half price it is because we have bought them at half price or less, and we tell that plainly in type only because it is true.

We start our goods with the lowest fair price possible, and people have found that out and they come and take them away.

Then we are ready for all the best that comes along, and so the assortments keep fresh and the dollars keep rolling and turning over and over.

We never hug any class of goods long—not even staples—when the sources of supply are open. To be sure, we have many goods that are made expressly to our order that are not gettable elsewhere.

The swiftness and strength of the outflow is one of the wonders of the commercial world.

This Is Not a Topsy-Turvy Store

There's no need for any one to get up at daylight to get into the store before others, under a highly-doped advertising scream.

We aim to only advertise lots of which there are enough to supply the people as it suits their convenience to come along.

The store goes along day by day steadily with its clean, rightly-priced, well-assorted stocks, unwilling to excite people to buy hastily. When the customer wants the store to serve it that's the time the store most wants the customer.

Being in the market every hour of the day, we are not behind any in securing all we want for this, the largest of the retail outlets—always mindful of maintaining the quality standards the people expect of us.

Almost every day we have special offerings that come our way and we tell the plain facts thereto without any *hocus-pocus*.

Your Eyes and Your Fingers Do Not Have to Be Your Guides When Buying Here

We are simple enough to believe that we fare best when we guard your interests of quality and price.

It conduces immensely to the content and pleasure of shopping to know that there is a place in this big city where one who is not a judge of goods, or one not much accustomed to shopping, is sure to not be taken advantage of in price or cajoled by super-salesmanship into buying what they do not need.

We would rather not make a sale than make one for the buyer to regret.

§ §

THE EXECUTIVE BOARD of the National Association of Retail Grocers recently appropriated \$1,000 for legal expenses in fighting trading stamps, coupons and other premium propositions before the United States Supreme Court. The old trading stamp idea is a nuisance that is exceedingly hard to kill when it has once got a start.

§ §

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of \$5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of \$5 the winner is given a handsomely lithographed certificate of award. Awards for 1915 have been made as follows:

Harry W. Hoile, Birmingham, Ala.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

NOTES FROM NEW YORK

INTERESTING DISPLAYS AT McCREERY'S—CHECKING UP RESULTS FROM WINDOW DISPLAYS—JANUARY CLEARANCE SALES—BEEFSTEAK DINNER AND DANCE HELD BY DISPLAY MANAGERS' CLUB

F. F. Purdy

MR. TISHMAN, at McCreery's, has made a hit with the crowds of Thirty-fourth street by showing a number of attractive drapes of McCreery silks in the hoop skirt fashion of ye olden time, with accompanying styles and ideas of the period. The passing crowds stopped to inspect the styles and smile over them, while the older people pointed out features that they had worn themselves. The fact that the styles of the present are getting toward the fashions featured by Mr. Tishman made his display very opportune, and is suggestive of the fact that many another decorator may profitably study up along this line.

CHECKING UP RETURNS

Oppenheim, Collins & Co. are keeping close tab on the results of window display and newspaper publicity, with the buyers of some of the special departments clamoring for the windows in preference. This specialty house, whose business the past few seasons has been growing apace, is situated on the main thoroughfare between a bunch of strong houses in the department store business that of necessity are heavy advertisers—Macy, Gimbel and Saks to the west, and McCreery, Altman and Lord & Taylor to the east, which makes Thirty-fourth street a busy street, with throngs passing in each direction all the time. Hence the windows are specially valuable, and as the setting for the displays is excellent, and Mr. Kelly's alignment of the fixtures and merchandise full of taste, the Oppenheim, Collins & Co. windows are almost always lined by a crowd of interested women. Comparing the newspapers with the windows it may be stated that a year ago the underwear was quite strongly advertised, but ever since it has not been. It has not been advertised during the past month, but—the windows have done all the talking for the underwear, and we understand that the sales are considerably ahead of those of a year ago. One day not long ago at about 3 o'clock a lot of smart spatts were placed in a window ticketed at \$1.45. During the remainder of the afternoon 30 pairs were sold. Shoes receive strong treatment in the windows, and are featured at least five days a week, with splendid results, and the shoe buyer is happy and contented with practically all his advertising done right in front of the passing shoppers. There was a convention of the wholesale and manufacturing shoe trade in New York the first three days

of the middle week of January, in recognition of which, as well as for its sales potentialities, Mr. Kelly has a fine showing of shoes, nearly all with the natty cloth tops of popular hues, presided over by three handsome wax figures in beautiful gowns.

The recent featuring of silks by R. H. Macy & Co. was accompanied by a handsome silk window, in the center of which was a large silk piece, elaborately framed, with this inscription, all embroidered in silk: "Lyons Exhibition. R. H. Macy & Co. January, 1915."

STYLE TENDENCIES

Here are a few of the style tendencies, as given to us by the best of authorities among display managers of the fashionable stores: Skirts wide at bottom. Dress goods made into circular skirts. Covert cloths among the most popular dress goods. In silks, foulards, taffetas and stripes contesting for supremacy. Long sleeves to rule, full at top. New colors. Belgian blue and battleship gray, the former being a strong blue. Hats of Belgian blue straw, ornamented with tiny flowers.

Manufacturers in many lines are getting their displays ready for the Panama-Pacific Exposition. Among the dress goods displays, Mr. Frankenthal, of Altman's, has been supervising the preparation of several cases of a large manufacturing house in Passaic, which employs 3,200 hands and does everything from treating the raw wool to turning out the goods.

DISPLAY MEN MEET

The Display Managers' Club held their usual meeting early last month, to make arrangements for their beefsteak dinner and dance, and for the general weal. There is a strong desire for a headquarters, and for the securing of a spacious room where the fraternity may meet at any time, where out-of-town guests may be entertained, exhibits and demonstrations made, etc., and the matter has got far enough for the appointment of Secretary Wendel as a committee to investigate and report on a proper room for the purpose. The members of the club individually express themselves as heartily approving and welcoming the advent of the convention of window trimmers in New York next summer, and in response to a letter from the committee that is promoting the convention, Secretary Wendel replied to that effect, stating that although the Display Managers' Club was formed entirely for social purposes of its members, the members as individuals would be very glad to extend every possible courtesy to the visiting members of the profession.

Charles Brandt, formerly decorator for the Fourteenth Street Store, and who has recently been serving in a similar capacity for the Greenwald store, on Third avenue, is now in charge of the windows for the Riker-Hegeman drug store on 145th street.



Plate No. 9112 A Summer Display by E. H. C. Ackemann for Ackemann Bros., Elgin, Ill.

This is a display of porch furniture combined with spring and summer wear for women and children. The scheme of decoration requires but little explanation.

On each side the background was an outdoor panel painted in spring tones and surrounded by lattice intertwined with flowers and vines. A woven porch shade of bamboo was

For a month or two there have been some absurd rumors going the rounds involving Lord & Taylor, McCreery, Gimbel, Greenhut, Stern and perhaps other houses in the trade, which have been entirely refuted. They were evidently of the backstairs variety. Meeting Mr. Tischman, the McCreery display manager, the other day, inquiry was made as to business conditions, and Mr. Tischman gave a most optimistic report. "With the pressure of war conditions withdrawn in the slightest," said Mr. Tishman, "we will see a revival of business unprecedented in this country. And right now conditions are very favorable—unusually so in some lines. Take silks. Our silk buyer is highly gratified with his turnover, for we have done the greatest silk business in recent years." Mr. Tishman may be considered a seasoned McCreery man, for he has been in charge of the windows for twenty years. Probably he and Mr. Frankenthal are the seniors of display managers in length of term with one house. Then comes Mr. Katz, perhaps, with A. & S., Brooklyn; followed by Mr. Trewhella, with Best & Co.; Mr. Schmehl, the Greenhut Co.; Mr. Wendel, with Gimbel's, who, adding his previous Philadelphia connection with the house, has a long term of service. In fact, nearly all the display managers of important stores here are rapidly becoming veterans in their positions, including Mr. Baer, at Hearn's; Mr. Bird, at Wanamaker's; Mr. Waldron, at Loeser's, Brooklyn; Mr. Zegers, at Stern's, and a number of others. This should have some bearing on the ambitious young trimmers holding very fair jobs in interior cities, who indulge dreams of breaking into something good in New York.

CHANGE AT STERN'S

The management of Stern Brothers has been reinforced by the re-entrance to the directorate, as merchandise manager, of Benjamin Stern, who withdrew a number of years ago. Arthur Brandeis, formerly of the Brandeis department store, Omaha, Neb., joined Stern Brothers a year or two ago, as vice-president, and continues. Richard Koegler, formerly financial manager for the O'Neill-Adams

Co., is treasurer. Melville and Irving Stern, of the younger generation of Sterns, have retired.

A SALE IDEA

There was a unique feature of the January clearance sale at Greenhut's during the middle of the month, when the ads, a large window, and a booth trimmed with collars, right over the stairs leading to the basement, advertised a sale of collars at 5 cents each. There was an avalanche of collars and an avalanche of people. On January 12 it was raining pitchforks, but nevertheless there were hundreds of men and women down in the basement all day long. Mr. Schmehl had arranged thirteen tables, running from front clear to the rear, each table holding hundreds of collars of a single size. There was a mob at every table, ranging from the thin necks at front to the fat men at the rear, and right down the wide aisle the solid crowds fumed and jabbed into the tables to get what they wanted. Upstairs on the main floor were dozens of other tables with big offerings of shirts, and most of those tables attracted crowds but scarcely smaller in size. The sale of collars was probably the largest and most successful in the history of the trade in this country.

This month, in scores of the larger establishments throughout the country, the February furniture sale holds the fort, with attendant sales of accompanying home furnishings like floor coverings and curtains. The furniture buyers scour the country in November for special offerings and lines for the February sale, visiting the leading manufacturing centers. This year, as last, the period styles, especially the English periods, again hold sway, even in the medium grades of furniture. Within a few years the popular taste has been educated in a marked degree in the furnishing of the home.

THE BEEFSTEAK DINNER

January 18 was a red letter night with the Display Managers' Club. Its beefsteak dinner and dance was a howling success, from the time the eighty or one hundred members and guests includ-



THE BEEFSTEAK DINNER HELD BY THE DISPLAY MANAGERS' CLUB OF NEW YORK.

ing the ladies, sat down at 8 o'clock on their stools around the sawdust ring where the big bull calmly presided in the center, to the small hours of the morning. There was dancing during courses, between courses and during a large part of the evening, and it would be an invidious distinction to mention the cleverest artists in the domain of Terpsichore. The guests came from near and far. The furthest was Harry Glanz, display manager for the Spring Dry Goods Co., Grand Rapids; the next distant, David Jones, display manager for the Hub, Baltimore, who opened the windows for Saks & Co. when they started in New York; Jerome Koerber, display manager for Strawbridge & Clothier, Philadelphia, a member and leading spirit of the club, and Charlie Dukret of the Steinbach Co., Asbury Park, N. J., also a regular member, and who thinks there are few jobs like his in Asbury Park, where many will be surprised to know he has as many windows as most of the leading metropolitan stores. Perhaps you would call Newark at a distance. That includes Jack Cronin of Bamberger's and one or two others.

EVERYBODY PRESENT

And as for the New Yorkers and Brooklynites. They were there with the bells on, and are all in President Frankenthal's address, which comes later. At an early hour the picture was taken by flashlight, after President Frankenthal had been affectionately hoisted on to Mr. Bull in the center, and he is shown in the picture guarded by Messrs. Tishman and Wendel on either side. The horseplay that was endured after the descent of the president was a distinct event of the evening. There was a cabaret show at one time in the center, on the

sawdust, including a boxing match by a couple of alleged monkeys, who went once in a while to their corners to be fanned by sympathetic display managers with their butchers' aprons, which, with accompanying white caps, everyone had been provided on entering. But after all, it was a toss up whether the sawdust ring antics of Allert, Wendel and Kelly did not back the professionals off the boards.

THE SPEAKING

Then came the speaking, and to Chairman Allert of the House Committee belonged the task of pulling off his program. He had a strenuous time doing it with the merry crowd. It was no doubt part of the entertainment. He mounted the rostrum of boxes, which Wendel, Bird, Koerber, Kelly, Tishman and Richter pulled down, and solicitously piled up again for a remount. But it was no go. Finally Allert went up to the balcony with the musicians, and as the gong sounded for order Bird and Kelly were up a 30-foot ladder and bounced over the rostrum. Finally they were pacified and Mr. Allert got order, and in an eloquent speech during which his resemblance to Bryan was vociferously commented on, announced that he had been deputed by the Kaiser to bestow the decoration of the Iron Cross upon President Frankenthal, who was by his side, and he hung it around his neck. The crowd yelled in approval and Mr. Frankenthal, after Mrs. Richter had charmingly soothed the crowd's enthusiasm, said:

"Ladies and Gentlemen—After a year of almost starvation, and in spite of bad business, your president greets you and bids you a hearty welcome. Yes, times are hard, and if we poor window dressers

have to sit down here in this modest hotel, quench our thirst with cocktails and fine beer, and satisfy our aching stomachs with juicy sirloin steaks, then my friends, times are hard indeed. With the price of beef almost prohibitive and men with such voracious appetites as Tishman, Wendel, Allert and Koerber among us, what shall become of us poor others? If Tishman, our vice-president, drapes five-yard widths of McCreery silk skirts Saturday nights no steak is big enough for his breakfast. Wendel, our secretary, is so busy corresponding for the club that he took on extra help, his sweet daughter; next to sirloin steaks he likes fried shell crabs by the barrel.

"Allert, our never-resting by-law maker, will doubtless come to the aid of his brother, Bryan, if the United States ever needs a new constitution. Jerome Antonius von Koerber, the founder of the club, has a chicken farm. If he had to buy chickens of the butcher in West Philadelphia his salary would never reach it.

"We window dressers resemble the butchers. They dress the beef. We dress the windows. There are other points of resemblance. The butchers have plants for making ice for cooling the meat. Battermann's, in Brooklyn, have their own Eisman. Further, the meat people handle all kinds of poultry, while a big house like Wanamaker's is satisfied with one Bird. (Cries of "Get up! Bird.") Speaking of game, Hearn's are very lucky because they have at all seasons Baer. And Best's best man (Trewhell-a) to get something choice. Speaking of good appetites, don't forget a staunch friend of your president, the Dutchman, our good, worthy Kelly. As he is always with us, we do not have to ask, "Has anybody here seen Kelly?"

"And now I have to burst into poetry:
"With all this war, the awful lust for gore,
With crash of arms and roar of cannon.
There is one here. Kindness is all his store.

This is our friend from Newark. 'Tis our Hannon."

"I don't know whether one in our midst would be satisfied to drink only beer tonight. This is our friend Burg. Perhaps Burg-undy might suit him better. Greenhut's have a large meat department; good as it is, if Schmehl planned the decorations there the department would still be more tasty.

"Since I addressed you last year in Staten Island many things have occurred, but some people, even in these hard times, are as well nourished as ever, like Richter; you can *judge* for yourselves. An opposite view offers the able decorator of Franklin Simon, our friend Munn; in fact, he does not offer much of a view, sideways or from the front; it is chiefly on his account we eat steak tonight; let us hope it will fatten him up. New Jersey has given us Jersey sweaters, Jersey lightning, Jersey mosquitoes and Hoboken blue laws, but the best comes

from Bamberger's, our Cronin, the crowning feature of all. Flowers come high; the Price of a Rosenbaum is like the steak, high; I hope nobody will swallow any bones, in which case he might have to see Price & Rosenbaum's decorator and medical man, Larsen, who would prescribe some Swedish Larsen-ges.

"If some of you should overeat, never fear. Altman's has a new and wonderful hospital that cures everything except poverty; we have all medicines from whiskey straight to bandages crooked, and some very pretty nurses with merciful hearts and tender hands. To get sick at Altman's is a real pleasure. I thank you for your attention."

Mr. Frankenthal's hits were greeted with roars of laughter and every victim was forced to rise and bow acknowledgment. There were a number of other speakers. Mr. Allert was long on iron crosses and decorated two others, Messrs. Wendel and Koerber, formally and solemnly, with the emblem, on behalf of the Kaiser. Mr. Jones, of Baltimore, was the long distance speaker and expressed his pleasure in making the journey to meet so many of the boys. Dancing was then resumed and at a late hour the most successful affair the club has given passed into history.

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ADVERTISING is not so much a matter of wit or literary ability or even technical skill, as it is of getting down to brass tacks and telling plain facts about the merchandise.



Plate No. 9113. A Valentine Display by J. A. Koerber for Strawbridge & Clothier, Philadelphia, Pa.

This is a little corner window intended to show off novelties of various kinds and favors suitable for Valentine parties. The most prominent decorative features consisted of a number of cupids, which were fastened to the tops of millinery stands of ornamental character. A profusion of flowers and vines were festooned about the display to make the scheme more attractive. In the middle was a small ornamental lamp.

MID-WINTER FAIR

UNIQUE "MADE IN EL PASO" EXPOSITION IS HELD IN "PIONEER PLAZA"—PROVES A SURPRISING SUCCESS, AND IS TO BE MADE AN ANNUAL AFFAIR ON A LARGE SCALE

John Leisk Tait

THE city of El Paso, Texas, has just held a unique and successful exposition. It was unique in consisting strictly of goods manufactured in that city. It was unique in that it was held in the open air in the dead of winter. It was unique in lasting, without change of programme or diminution of attendance, for a whole week, day and night.

It was a success, because it brought into public notice the unsuspected manufacturing resources of the border city. It was a success because it brought to El Paso, from a dozen states outside of Texas and from Old Mexico, a surging throng of sight-seers who came as though drawn by magic. It was a success because of the enlargement of trade which has come to the exhibitors, a number of whom have already publicly testified to that very gratifying effect. It was a success because of the large advertisement it gave to El Paso, to her mild winter climate and to her fertile valleys, now guaranteed ample and perpetual irrigation water supply by the closing of the \$7,200,000 concrete dam at Elephant Butte, 120 miles above the city. It was so much a success that it is the practically universal sentiment



CROWD IN FRONT OF THE WHITE HOUSE.

and determination of the people of El Paso that it shall be made an annual feature in perpetuo.

The fair was ushered in at 7:30 on the night of Monday, January 11, by the biggest noise ever heard in the city of El Paso. All the whistles, bells, auto horns, penny fifes and brass bands in the city turned loose together at the turn of the appointed hour, just as Mayor C. E. Kelly threw the switch that turned on the lights in the booths and set the wheels of the exhibition humming. And then every-

body yelled and hurrahed and cheered himself hoarse. For about ten minutes it sounded like Pandemonium.

And down in the little plaza, it looked like Pandemonium. It is conservatively estimated that there were at least 30,000 people gathered there that night. They swayed and threw hats and shook hands and laughed in utter abandonment. They jostled about among the booths and jollied each other, and no one admitted for an instant that he hadn't known each stranger he met for twenty years at least.

The spirit in which the "Made in El Paso" exhibition was inaugurated was maintained throughout



A TYPICAL CROWD.

the week, and up till the very hour when it closed at midnight, Saturday, January 16. There was no visible falling off in the attendance. All of El Paso came, and they were in the minority.

Possibly a principal reason for this was the campaign waged by the local newspapers for several weeks prior to the opening of the show. Pithy, pungent paragraphs, such as "Made in El Paso and Trade in El Paso are the Gold Dust Twins that knock the spots off of El Paso's prosperity Kitchenware," and "Every dollar spent for articles made in El Paso lays another stick on the fire that puts steam into your own business," peppered and salted morning and evening papers for days preceding the event. The Ad Club took a leading part in promoting the show. The Rotary Club was for it, heart and soul, from its inception. The Chamber of Commerce lent itself unreservedly to its promotion. The initial suggestion seems to have emanated from Marion P. Carlock, advertising manager for the White House, one of the largest department stores in the Southwest.

This store, by the way, is fronted by a large, glassed-in arcade facing the plaza. This arcade it generously gave up to exhibitors, thus practically doubling the available space.

The exhibitions covered a tremendous and wholly unsuspected range of manufacturing indus-

tries. Probably the best informed El Pasoan was unaware that half of them existed in his city. No list of them is possible in an article of this scope, but they made it easy for spectators to realize that El Paso is the dominating trade and supply center of a million square miles of Southwest territory—a territory producing \$150,000,000 worth of minerals and half as much live stock annually, to say nothing of its agricultural, lumber and other industries.

Features of the exhibition were "Mexican Day," on Tuesday, and Ad Club Day on Wednesday and Rotary Club Day on Thursday, Mayor Juan N. Medina, of Juarez, attended on Mexican Day, being with his gorgeously attired staff the guests of Mayor Kelly.

Another unique feature was the exhibit of the Ad Club, consisting of a booth, handsomely decorated and containing "Goods made in El Paso 35 years ago." The most prominent among these were a poker table adorned with scattered decks of cards, dirk knives, six-shooters, partly emptied decanters and long-legged boots. These were flanked by cactus and mesquite bushes and a big adobe brick.

"Trade at Home" expositions similar in character to the one held in El Paso so successfully have been conducted in a number of other cities and most of them have been highly successful.

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Store Golf

MOST BIG STORES that sell sporting goods have indoor golf courses which prove a great attraction not only to experienced players but to beginners as well. At intervals tournaments are held and prizes offered for the best scores in various classes. Such tournaments attract much notice although the prizes are generally inexpensive. The cost of laying out an indoor golf course is comparatively little, the main considerations being adequate space and the right sort of carpet. In some stores the courses have large space but in others good results are had with dimensions as little as 30x40 feet or even less. Some stores have professional instructors who teach beginners for a small fee. Naturally the store furnishes the clubs and balls.

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Board Supplants Manager

THE clothing house of Maurice L. Rothschild of Chicago is to be run without the usual sort of general manager. The recent death of Louis F. Simon, general manager for ten years, left a vacancy which will not be filled.

The store will be managed by a board or council composed of the twelve department heads. The chairman of the board, J. R. Richardson, will perform the duties of a general manager. Both he and S. H. MacFadden, who will be secretary of the new board, have already been appointed by Mr. Rothschild.

Wisdom and Knowledge

By Walt Mason

Great is the fame of being wise, and every virtue in it lies. The man who's won that fair renown is loved and honored in his town; he gets new tributes every day, and always has the right of way.

You say one man is smart and slick; you say another is a brick; a third's a hustler or a jo—for thus our modern phrases go. But all such compliments are cheap; they are not worth ten cents a heap. But when you say a man is wise, you praise him highly; it implies that he is governed by his brain, that he is strictly safe and sane.

Oh, wisdom is the greatest thing that man can praise or bard can sing. Ambition makes its dizzy breaks, and Energy has sad mistakes, and Folly leaves a trail of grief, and Rashness makes successes brief. But Wisdom calmly, firmly walks, and dodges snares and shuns the rocks; it soothes a foe and gains a friend, and always gets there in the end.

And what is Wisdom, starry-eyed? It's merely knowledge, well applied. The man who studies and observes gets wise to all of Wisdom's curves. He profits by the printed lore, and keeps ten thousand facts in store, and when a crisis comes along, he is secure from going wrong.

Experience of other men, as set down by the candid pen, has always been the safest guide, to keep one's feet from straying wide. So business men of all degrees, who wish for peace and mental ease, must read trade papers' helpful lines, and learn to shun the danger signs. In them the tree of knowledge grows; in them specific knowledge flows; not scattered facts of doubtful good, but truths for your own neighborhood.

Whatever branch of business yours, such knowledge present help assures. Without the journal of his trade, the merchant's glowing prospects fade, the dealer has back number stores, the baker man distorted loaves, the dry goods man has weeping eyes—so take the paper, and be wise!

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Plate No. 9114 A Shoe Display by Ward Yost for the Penn Traffic Company, Johnstown, Pa.

The background of this display was of plaited satin in corn color. The floor was of cream colored felt. In the background were inserted two mirrors with gilt frames. The shoe fixtures, pedestals, vases and flower baskets

were all finished in old gold. The two baskets on the mirrors were cut in half so that they would hang flat against the glass. This made an unusually satisfactory display.

Samples

THE HANDLING of the customer who comes into the store looking for samples is an important one in any big establishment. On this subject, H. C. Holderman of the A. T. Lewis & Son Dry Goods Co. of Denver, has the following to say:

Give Me a Sample, Please. How often we hear this expression in our daily work and how little we realize the importance of this necessary evil to a successful business. Do you ever stop to think that if one sample out of twenty makes a sale, it is a profitable business?

The average woman who comes into our place of business, comes with some idea of buying something and a good many times it is the fault of the salesman that she asks for a sample instead of buying.

A good salesperson should be a reader of human nature; he should know what to say, how and when to say it.

A good many times an article more or one less makes the sale easy for you, or a word less or one more turns the tide in your favor. We have all experienced the feeling that comes after having displayed our best merchandise and used our most convincing arguments to make a sale, and then have to give a sample for our trouble. A good many times the sale could have been made if we had not shown the last article or had not put forth the last argument.

When you see that a customer favors a certain piece of merchandise it is a good plan to get it away from the rest so she can put her whole mind on it. You can very soon tell if she likes it well

enough to buy, and if not, can try some other color or cloth. If you display too much merchandise she is not able to decide and asks for a sample, while if you had take the first article she liked away from the rest and confined your arguments to this alone you would have made a sale.

In the dress goods section we show the customer different cloths and colors until we find something she likes and offer to take it to the door so she can get daylight on it. This is for two purposes: the daylight always shows the merchandise to better advantage and also we get it away from the other colors and cloths so the lady can put her whole mind on this one piece. Nine times out of ten this makes a sale.

We are servants of the people from the head of the house down, and I venture to say Mr. Lewis considers himself the greatest servant of us all, and tries as hard or even harder to please the people who come into our store, be it by giving a sample, by courteous treatment or seeing that justice is done. As servants of the people, let us try to treat the sample customer with the same courtesy we do one who immediately buys, and see if we don't get better results.

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PUBLICITY is to the merchant what rain is to the farmer. But while the farmer must depend upon the caprice of nature for the rain that grows his crops, the merchant has absolute control over the vital element that makes for success or failure. If demand is slack, he can create it. If buyers are few advertising will multiply them.

Cheer Up

LET'S ALL CHEER UP and see what effect it will have upon business. It is beyond dispute that in some quarters business has not been as good as it might have been for some months past, but there is every indication that affairs are rapidly improving and this improvement will come all the quicker if we will all make up our minds to see the doughnut and not the hole it surrounds. The accompanying reduction from a large newspaper ad-

Great Falls, Montana, January 1st, 1915.

Editorial

"A stream can not rise above its source—a store can not rise above its service."

During the past year 1914, sales at The Paris have increased many thousands of dollars over the preceding year 1913.

In spite of the national and international troubles, the volume of selling has increased in large amounts. Regardless of adverse business conditions this store has forged ahead and the biggest year by far has just been recorded.

But there are many reasons for the liberal patronage and public confidence that this store enjoys, all of which may be expressed in one word—"Service"—service of the will and of the heart; service of satisfaction in every transaction.

Unselfish service embodies all the principles for which this store stands. It is service upon which lies the foundation of healthy growth, leading to new supremacy, new helpfulness and new friendship. This store has succeeded because profit making has not been its chief ambition; because dollar getting has not been its main object. The Paris has risen above the old idea that a store should be conducted for pecuniary benefits and revenue only. Its constant aim is to be a good store in every way, which means something more than the selling of good merchandise; it means, among other things, to be useful to the community, to aid in every way the upbuilding and betterment of the city and to exemplify the qualities of good citizenship. For if selfishness alone dominates, it deprives men and stores of the ideal human character and the principles of right action.

When and where have you ever found another store so ready to remedy any complaint; so ready to refund your money if desired; so ready to accommodate in every way? When and where have you ever found another store where so much personal interest enters into every transaction, where such a human element predominates at all times; where such absolute fairness is continually practiced?

When and where will you find another store so convenient, so comfortable, so sanitary, so helpful, so well prepared to supply your every demand; to cater to your every whim, and so able to provide generous economies?

When and where have you ever found another store with such large, fresh, clean stocks, such exclusive styles and such dependable qualities?

When and where have you ever found another store where the golden rule is so thoroughly applied and where there is such a true adjustment between buyer and seller?

When and where have you ever found a store that treats its employees with such absolute fairness; where salespeople are really part of a large store family, and where each individual feels at home to greet you and treat you as a guest?

Is it any wonder that so many people that have profited by this store's service, say to us, "This is our store?" Is it any wonder men, women and children feel at home when they come to The Paris, or that our patrons should feel a mutual interest in the doings of the store? Is it any wonder that the sales of 1914 at this store have far surpassed those of the year before, and established a new high record?

As the days of 1915 go by, still more people will take advantage of the superior service that this store provides and a larger number will realize that with a store like The Paris at one's command, it pays to confine to it one's entire patronage.

Signed,
THE PARIS DRY GOODS CO

vertisement of the Paris Dry Goods Co. of Great Falls, Mont., shows a commendable spirit of optimism. If there are any hard times going around, this store certainly does not intend to admit it. Advertisements of this sort by other stores would help matters.

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IT IS A POOR SALESMAN who stands behind his counter, makes a sale and allows the customer to pass out without suggesting another sale. Hardly anything is bought in a store that does not suggest something to go with it. The person behind the counter who does not take advantage of this fact is not a salesman—he is merely an order taker.

Fixture Makers Meet

THE FOURTH ANNUAL MEETING of the National Commercial Fixture Manufacturers' Association was held at the Hotel La Salle, Chicago, January 26th, 27th and 28th. The following officers were elected for the ensuing year: President, H. J. Hunt, Detroit, Mich., Vice-President, W. A. Pfeiffer, Quincy, Ill., Treasurer, J. H. Servatius, Chicago, Secretary, C. F. E. Luce, Grand Rapids, Mich.

The directors chosen were: Sol Himmel, Baltimore, Md., Tom Thoits, Grand Rapids, Mich., L. Paulle, Minneapolis, Minn., J. Lehnbeuter, St. Louis, Mo., J. H. Dimon, Columbus, Ga., G. W. Johnson, Moline, Ill., F. P. Handley, Chicago.

The meeting was a great success as regards attendance, there being some 75 firms represented by more than 125 individuals, and proved of unusual interest to the manufacturers present.

Plans were adopted for continuing the work which is being done along transportation lines and which it is hoped will eventually lower the classification on the goods produced by the manufacturers of this line of business, thus lowering the ultimate cost of the same to the consumer.

The prospects for business seem to be much better at the present time than they have at any period during the past six months and the reports presented at the meeting would indicate a great improvement in the business during the coming year. Merchants would therefore do well to place their orders for work in this line just as far in advance as possible.

Plans were adopted for conducting a service for the manufacturers which it is hoped would result in many economies both in manufacturing and selling, the policy of the organization being to do everything possible along these lines to gradually off-set the greatly increased cost of manufacturing. The unusual increases in costs of labor and materials during the past year have increased the cost of manufacturing so much that it necessitates much higher prices on the finished product.

A banquet was given by the Association on Tuesday evening to its members and a large number of guests. The speakers at the banquet were Mr. F. H. Timken, Efficiency Engineer, Detroit, Michigan. Subject, "Factory Accounting as an Aid to Profit Earning." Mr. Harry N. Tolles of the Sheldon School, Chicago, subject, "The Seven Principles of Personal Efficiency," Mr. Alexander H. Revell, of the Alexander H. Revell Company, Chicago, acted as toastmaster at the banquet.

The Association's annual report shows that the membership has steadily increased during the past year and that the organization is in the best shape, both financially and otherwise, that it has ever been.



ONE OF THE WINDOWS BY J. A. MOORE.

Unusual Decorations

A KNACK FOR THE UNUSUAL is a big help to the display man provided he has the taste and judgment not to overdo things. J. A. Moore, display man for Graham-Sykes Co., Muskogee, Okla., is such a man. He has a faculty for developing decorative effects that, while quite out of the ordinary, are always in good taste and pleasing to the eye. A number of Mr. Moore's original decorative schemes have appeared in this journal. In the accompanying illustrations will be given some idea of one of his more recent efforts. The windows of the store and the ledges on two floors of the interior were treated in the same general decorative style and color effect. The main colors were cream and brown, brightened up with little touches of brilliant red, yellow, etc.

In the middle of the window was built up a low platform with a railing about one foot in height. Both platform and railing were done in tan and brown. Back of this was a scenic painting in poster effect done in the same tones but lighted up with color. At either side of the middle section was a scene in painting set in a frame six inches deep, with lattice doors in front. These scenes were in natural colors but the frames were in the usual tan and brown. At the top of each frame was a flower

box treated in the same colors and filled with flowers of various kinds. The show cards and other details were carried out in the same general style and color.

The interior decorations are shown in two of the pictures. These photographs were made when there was no merchandise on the ledges. The peculiar poster drawings were drawn in brown on a tan background and lighted with dashes of bright red, green and yellow. There were some twenty of the decorative units used on the ledge of the first and second floors. They varied in length from 3 to 10 feet and were from 2½ to 4 feet high. The colors described were for an autumn opening. For spring other colors could be substituted. It will also be noted that flower boxes were used on the walls over the ledges. These were of a design to harmonize with the other decorations. The whole scheme was unusually pleasing because of the quaint designs and the harmonious color effect. It had the further advantage of being altogether different from the conventional idea of store decoration.

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IT IS A GOOD PLAN to show the higher grades first as everyone who comes to the store may not be looking for low priced or advertised goods. It's a lot easier to show the best goods first and then, if necessary, to come down.



A SECTION OF MR. MOORE'S WALL DECORATIONS.



SHOWING ANOTHER STYLE OF WALL DECORATION BY J. A. MOORE.

Telephone Calls

THE TELEPHONE is at best a most aggravating device. It has grown to be a necessity with us, but so many mistakes occur and there are so many delays and other trifling annoyances in connection with its use that every effort should be made to handle store calls as smoothly and systematically as possible. To accomplish this, a set of rules of some sort is necessary. The rules given here were originated by one of the great telephone systems for use in the offices of the company. They may therefore be assumed to cover the ground.

(A) Every well regulated concern appreciates the importance of handling its telephone business in such a way as to impress its customers with the courteous, cheerful and alert manner in which its dealings with the public are being carried on. Our position in this respect is peculiar in that careful and courteous attention to telephone messages is one of the best advertisements of our business.

(B) When we answer the call of a subscriber by telephone we are giving telephone service, not, it is true, in the sense that the operators at the switchboard are giving service, but in the sense that we are attending to the telephone needs of the public. Everyone in the commercial department should appreciate the importance of our handling telephone calls in a proper manner. The following regulations should be observed:

1. All office employees in answering the telephone should answer "commercial department, Mr. _____ speaking."

2. In the larger offices having sub-departments, such as contract department, collection department, cashier's office, etc., they should answer, "____-department, Mr. _____ speaking."

3. All employees answering other telephones personally, should say, Mr. _____ speaking."

(C) See that we have no cases of slow answering of the bell. There should be a clear understanding of who is responsible for answering each telephone when no one is at the desk where the telephone is located.

(D) Compliance with the above regulations will not have the full effect unless a proper spirit is shown. Talk cheerfully and as if you took an interest in what you were talking about. Always be courteous and under no provocation lose your temper. In case of any dispute, it is very much better to call upon an immediate superior or employee in charge of the department to finish the conversation than to leave the subscriber in a dissatisfied frame of mind.

The Ten Most Late

TARDY SALESPeOPLE have their remissness made public in some stores by means of a list called "The Ten Most Late." This is a list that is made up each week with the names of the ten who have been late most frequently and the aggregate minutes constituting their tardiness. This list is posted in the quarters used by employees. It is thought that through this simple means employees can be taught to be more punctual.

§ §

EVERY DAY the public grows more and more appreciative of good service—the kind of service that is made possible only through an efficient and accommodating sales force combined with convenient store equipment. Good salesmen and good store fixtures are today quite as essential as good merchandise and fair prices.

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Plate No. 9115. An Easter Display by Thomas Allan for Phelps-Dodge Mercantile Co., Douglas, Ariz.

This was a simple display of Oxfords for spring. Large Easter lilies were wired at the tops of the shoe stands and the shoes were placed in the centers of the lilies. The size of this window is 10x6 feet.

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS WITH A FEW CHANGES THEY MAY BE MADE TO APPLY TO ANY BUSINESS—WORK THEM OVER TO SUIT YOURSELF.

4200 Men's \$1.50 to \$3 Shirts at \$1. We have devoted the very heart of the Store to the selling—central section of Grand Aisle—and fifty salespeople will be "on the job," or at call, when the store opens. This is *next spring's sample lines*—with sundry surplus lots—from the very best shirt maker in this section. Imported and domestic madras; high-count percales; pique; Russian cords—made into shirts with *plain and pleated fronts*; stiff cuffs. A very few have stiff bosom. Plenty of "mushroom" shirts—some with stiff cuffs. Other half of the lot are *soft shirts with soft cuffs*—and half of these are of half-silk fabrics that look like all-silk. The rest are of madras and crepe-cloth.

1000 New Silk Shirts in the Men's Wear Sale at \$1.85. Everybody can remember when silk shirts at \$5 each were considered quite fortunate. Some of them have come down since; we have had lots of good ones at \$3.50. But this is the first time we have ever known really fine silk shirts as low as \$1.85—and these could never have been so low except for a manufacturer's overstock.

Men's \$3.50 and \$5 Stiff Hats at \$1.85. 600 "Seconds" from a Prominent Philadelphia Maker. These just fell short of passing the inspector—it requires an expert to find the defects. The quality, trimmings and styles are just the same as the "regulars." Made for spring 1915—these are taken from "regulars." All are black, made in young men's styles and more conservative shapes. Such an opportunity doesn't often come; 600 men will profit by it, for \$1.85 buys a hat made to sell at \$3.50 or \$5.

Men's Neckwear at 65c. \$1.00 and \$1.50 qualities. These are brand new silks, only recently arrived. They represent a very fortunate purchase. They are, before and above all else, quality silks. They have been four times over the loom, and will give four-fold service. And the designs are immense—rich, colorful, distinctive—the sort of patterns and color combinations which properly belong to the dollar and dollar fifty varieties.

1300 Men's Fine Silk-and-Cotton Shirts Special at \$1.10. Fine as silk and as strong as cotton. Very soft and in the most favorite striped patterns of the season. They are good, roomy shirts, made over our own patterns, with soft turn-back cuffs, and all the comfort and beauty of a pure silk shirt. The low price is explained by the fact that they represent the season's end "work-up" of a manufacturer who has been doing a very large share of our business.

A Special Purchase of 1400 Boys' Wash Suits. \$2.50, \$3.50 and \$5.00 values, \$2.00. Beginning this morning, a Sale for which many of our customers were waiting—our purchase of a manufacturer's SAMPLE LINE and stock-on-hand. ALL ARE NEW—the incoming season's styles. The fabrics are fine galatea, chambray, linen; some all-white, some in neat combination effects. Made in Oliver Twist, Middy, Russian and Sailor Blouse styles. Regular \$2.50, \$3.50 and \$5.00 Suits, at \$2.00 each. You'll buy them by the half-dozen! Great variety, in all sizes—3 to 10 years. *Be early.*

Men's Shirts at \$1.10.—Six for \$6.00.—For sheer, downright, unequivocal value, we commend these shirts at one-dollar-ten. They are great. They are splendidly made, they are carefully finished, and they are shown in fabrics which are as notable for beauty of design as for durability of wear. The proposition is flatly unapproachable at anything like this figure.

New Madras Shirts for 1915. Large, new stocks are ready to be made into men's shirts and women's and children's dresses. You will find both the old quiet patterns and the new bright colors and striking designs. Most of them are Scotch and English weaves and prices are 25c to 50c a yard.

It Pays to Read Facts About Things You Need. That many benefits do accrue to our regular customers is unquestionable. The quality of merchandise handled is always up to well-defined high standards; our day-by-day prices are invariably fair, and very, very often lower than prices for goods of equally high quality elsewhere. At this time of year, although

MUCH THAT IS NEW and novel appears all over the Store, the things of interest to most folks just now are those which are MARKED AT LESS THAN STANDARD PRICES—and these constitute the greater portion of the NEWS FOR TODAY.

Another Special Purchase of Hundreds of Women's Suits. Again has been demonstrated the prestige of this Store among manufacturers, when nearly a thousand new, up-to-date Suits are placed on sale at remarkable reductions in price. Every Suit, even the lowest-priced in the large collection, is superbly tailored and finished, and represents both the best expression of the tailors art and the utmost in value-giving. Select to-day when choice is best.

Spring Millinery for Women Who Wear Black. There are airy sailors of maline with dull silk crowns and pearl buckles for trimming. There are smart black turbans with feathery aigrettes. There are black hats with novel button-hole stitching in white. There are hats of black straw and white silk, and white straw and black silk. Prices are very conservative, and the hats are shown in a quiet and distinctive salon apart from the other hats.

Just 100 Women's \$18 and \$20 Chic Tailored Suits at \$10 Each. To freshen up the winter outfit and bridge the gap between now and spring. They are smart enough, too, to be worn right up to warm weather. Of serge, wool poplin and gabardine, with trimmings of caracul cloth, braid and velvet. Not a suit in the lot but would have cost you dollars more, less than a week ago, and all in perfect condition.

For Young Women Who Need Extra Frocks there are some here today at \$6.50 to \$10 that should be of especial interest. There are fluffy little party frocks of silk, simple little morning dresses of cloth, or pretty street dresses—and they are all remarkably low in price. \$6.50, \$7.50 and \$10 are the prices; there are light and dark colors, and plenty of youthful styles.

500 Young Women's Prettiest Coats at Half—Prices \$10 to \$18.50—Coats with the new Empire waist line—and coats with the full and rippy skirts. There are coats with the fetching "muff" collars which fasten high about the throat. There are coats of lustrous corduroy to slip over a party frock, or wear to the matinee; there are warm wraps to use during the day for motoring or shopping or walking.

Matchless Values in Women's Suits. Concentrated effort on our part, combined with the co-operation of manufacturers who had large season-end lots to dispose of, brings hundreds of Women's Suits at extremely low prices. In applying the term "season-end" to them, please bear in mind that manufacturers' seasons end long before retailers' do, and therefore months of wear are still before them. The Suits are in the latest styles, many in advance spring style, though in winter weight.

300 Young Women's Sample Coats, Special at \$15 Each. They'd be two to three times as much if they hadn't served as manufacturers' show room samples. As it is they are just as good as they could possibly be at the higher prices, yet only \$15 each. Broadcloths, soft rich duvetynes, warm wool plushes, sturdy chevots and warm chinchillas are the materials, and they are made in many new ways. Many have fur collars. Some have belted backs. Some are quite straight in line. All are lined throughout, all are very good looking, and they are coats suitable for many purposes and many hours of the day.

Prettiest New Cotton Waists. Waists of all kinds are constantly growing in favor, and people who want the newest cotton waists will find hundreds of them in the Waist Store between \$1.85 and \$3.95. Voiles and batistes, mostly with long sleeves and low necks, and about all the variations of trimming that the designers can think of.

Ready! New Spring Coats for Women. Smart new Coats of fancy mixed cloths in the new light colorings; trim, well-tailored Coats of the much-wanted covert cloth in a light shade of tan; jaunty affairs of serges and gabardines in solid colorings—short-waisted, full-skirted and new in every line—\$12.00 to \$60.00, according to material. Also some particularly smart Coats of golfine, in colors, \$37.50; and very spring-like models of pongee, \$60.00.

Black Dress Goods for Spring—New From England. The beautifully woven, handsome qualities that one naturally expects from a country that leads all others in the making of

such materials as these, and they are the kinds that English fashions advise for this Spring.

Extra-Size Muslin Underwear. Women who require larger-than-usual sizes in Muslin Underwear, look to this Store to provide them with the greatest variety of styles and the most refined styles. The materials are soft and fine, even in garments as moderately priced as \$1.00 and \$1.50. The trimmings are dainty and carefully applied; the garments so skillfully cut that, while ample roominess is allowed for, there is not the slightest appearance of bulkiness. Judge of the VALUES by these.

A Limited Quantity of French Novelty Silks remains to be sold at the much reduced prices of \$4 to \$15 a yard. Chiefly gold and silver tinsel effects on satin and chiffon—exceedingly rich and beautiful textures. In some cases only enough for one gown or wrap, in others an even smaller amount. They were originally three and four times these prices.

Lace Guimpes With New Ideas. You will notice the use of lace on many of the Spring guimpes—sheer, pretty laces that are very dainty and feminine. Some are in vestee effect; some button high in the neck and others are high and low at the same time, which is paradoxical but true. Prices start at \$1 and go to \$2, and there are many styles from which to choose.

The Vogue of the Border, Demonstrated in the Spring Dress Cottons Exhibit. Every Fashion forecast indicates wider skirts, new tunic lines, flounces of newer modes. And the conclusion of such observations is invariably—"Borders are very strong in the new fashions." There is a wonderful, beautiful exhibit of these new borders here now in the display of spring Dress Cottons. They are printed or embroidered, sometimes woven, sometimes woven and embroidered, an unusually rich combination. Often there is a shaded or ombre effect in the combining of different tints. Sometimes there is a marked contrast. White on black and black on white are wonderfully attractive, whether in delicate tracery or in heavier, solid effects. Often the bordered fabric has a similar band upon the opposite margin for use in trimming the bodice. Prices begin modestly at 29c a yard and thence to \$3.95.

Costume Blouses, Now \$5 to \$15—Were \$10 to \$30. And, without a single exception, they are beautiful! Many of them are imported—some copies of exquisite French models—and highly effective American creations. Just one of a kind, as a rule, but that from your standpoint lends to their desirability—though the reason for the reduction. Of soft, lovely laces in white, ecru and brown; some combined with chiffon; others of mesh net, shadow and Chantilly laces, soft, shimmering satins. Choose at \$5 to \$15; values are \$10 to \$30.

Fresh, New Millinery Daily. Advance Spring Hats, Hats for the mid-season and beautiful new creations for the Sunny South—all new and distinctive; fresh from our workrooms every day. Hats of straw, of silk and of satin, of dainty maline, and of combinations of these various fabrics—\$5.00 to \$20.00. Hats small and quaint and very decided as to trimming, similar to the Hat illustrated, which is made of the new barnyard straw in a deep shade of blue, with a cherry-colored streamer and a quaint studding of rich ripe cherries. Price \$5.00.

Crepe de Chine Waists Are Plentiful Here. Every new style and desirable color—flesh pink, mais, light blue, sand and white. Some of the Waists are in tailored styles with just a bit of hemstitching, others are daintily trimmed with lace and embroidery, or made in the new handkerchief effect with military collar. Prices \$2.25 to \$5.50.

Women's New Spring Suits and Little Dresses. The colors alone of these new suits are springlike—Belgian blue, sand, army brown, besides the more usual black and navy. As for the styles, nothing could be a greater change from last Spring than these trim little coats, sometimes quite soldierly with buttons and belts and pocket flaps. One model in black and navy is designed for large women. Prices are \$17.75 and \$20.

Silk Waists—New. Beautiful new spring models are now ready. These are chiefly of Georgette crepe and crepe de chine, with pretty touches of embroidery, lovely trimmings of lace and organdie embroidery, and a great many little buttons; all with new collar in high effects, and new trimmed sleeves. In sand color, olive drab, flesh pink, mais and white—\$7.25 to \$12.75.

Just Received—Women's New Spring Raincoats. In the lighter weights and, if you so please, lighter colors. There is a feather-weight silk raincoat which you can roll up and almost put in your pocket, yet it is thoroughly water-proof and serviceable. Taupe or black, \$15. A new material, silk-and-wool, made water-proof, and having a set-in sleeve. Black or a pretty blue, \$18.75. Very smart, indeed, is a small black-and-white check silk raincoat with belted back and large pockets. It, too, is \$18.75, and an entirely new style.

New Lingerie Blouses, Special at \$2.00. We have chosen a limited number of new Paris blouse conceits and reproduced them to sell at the special introductory price of two dollars. They are perceptibly underpriced, and we have no recollection of any blouses of just this distinctive character at two dollars. Contrived in sheer, dainty, lingerie fabrics, either white or the new Palm Beach and Arizona silver shades. Both high and low neck models.

Pretty Chiffon Faille Once Again at 68c. A brand new shipment has just come in to sell at this very special price (the usual cost is close to twice as much). A silk-and-cotton weave, beautifully lustrous and graceful, and 36 inches wide. Practically all the colors that could be desired for evening and house frocks for mid-Winter and early Spring.

Crepe Meteor at \$2 for the First Time in Five Years. A very fine beautiful silk that advanced in price five years ago, and now is down again. A new Spring shipment has come in to sell for \$2. It is double width and comes in all the fashionable new shades. Another very important price change is the reduction of the price of 54-inch crepe de chine, in all the wanted colors, to \$2.50 a yard. We have never before sold this quality so low.

New 25c Scotch Ginghams Welcome You Today. The second importation has just reached here, and there are close to 200 patterns for you to select from. Hardly necessary to tell you that these ginghams are made expressly for us, and that they can not be found elsewhere. We are sure that they are the best 25c ginghams sent to this country. Stripes, checks, plaids and light and dark plain colors, and many especially good shirting styles.

New Dress Cottons. So beautiful the fabrics and so wonderful the printings and colors that they themselves are the best "help cotton" movement we have heard of this season. That most elusive and unattainable quality which makes the success of womankind—"Charm," May Be Bought Here by the Yard. For the charm of these qualities will invest the wearers of these wonder weaves with the charm they crave.

Silk Sale at 29c Yd. Five hundred yards of these Silks in a large and attractive range of colorings and materials. You will find them not only appropriate for waists and dresses, but for draperies, mantels, lambrequins and the like. Plain colors, brocades, stripes and prints. Whirl away tomorrow, 29c, formerly up to \$1 and more.

The New Colored Taffetas Here for Spring. Dark shades for afternoon and morning frocks and lighter colors for evening gowns; and one thing is certain—taffetas particularly suit the quaint flounced skirts that are to be so much used this Spring. In plain colors, a beautiful, soft, glossy quality comes at \$1.25 a yard, and another is remarkably good at \$1 a yard.

New Shipments of Spring Silks. It is our duty and our pleasure to be purveyors of the new things as well as to provide out-of-the-ordinary values. How well we have performed our duty and given ourselves pleasure may be judged from the new Silks now on display, among which are—

75c Unshrinkable Flannel at 37½c yard. Made of fine-spun yarn, fully two-thirds wool, in handsome stripe effects and solid colors. Guaranteed washable, and fast color. A most desirable fabric—32 inches wide—for men's shirts, pajamas, women's house dresses, children's wear, etc.—now 37½c a yard.

Umbrella Specials \$2 Each. 1. Silk-and-cotton umbrellas, guaranteed for one year; well made; natural or mission wood handles; sizes for men or women. 2. Umbrellas with sample handles—very good looking; kinds usually found on umbrellas at much higher prices. Sizes for men and women. 3. Pretty parasols—light and dark colors; new styles; kinds usually much more expensive.

10,000 Yards of Table Linen, 90c to \$2 a Yard. Every yard pure flax and loomed expressly for this Store with the idea of giving you something distinctly better than you can buy for the same prices outside of it. Let the goods themselves show how the idea has become a reality. Between 90c and \$2 a yard there is wide choosing of other grades at various prices.

MAIL ORDER PROFITS

SEARS-ROEBUCK SHOWS REMARKABLE EARNINGS—FIFTY PER CENT STOCK DIVIDEND APPROVED BY DIRECTORS—GROSS BUSINESS LAST YEAR MORE THAN ONE HUNDRED MILLIONS

THE AVERAGE RETAILER has small love for the big mail order houses and country editors are continually berating the methods employed by the catalogue concerns and urging people to buy from local merchants. Nevertheless the mail order concerns continue to flourish and wax fat on this opposition. The following figures concerning the earnings of one big catalogue house will give some idea as to the amount of business these enormous establishments are taking away from local retailers.

Directors of Sears, Roebuck & Co., at a special meeting held in Chicago January 30, recommended the payment of a \$20,000,000 dividend to holders of the \$40,000,000 common stock of the mail order corporation now outstanding.

The distribution will be made in new common shares of the concern against an accumulated surplus of approximately \$23,500,000, a large part of which has been reinvested in the business.

The resolution of the directors recommending the 50 per cent stock dividend provides that the distribution shall be made on April 1 to stockholders of record on March 15.

WILL INCREASE STOCK

A special meeting of the stockholders has been called for Feb. 23 to approve the board's recommendation and increase the authorized amount of the corporation's common stock from \$40,000,000 to \$60,000,000.

While the "melon" was expected, it having been announced previously that the directors would decide upon the payment of an extra dividend, nobody in financial circles believed the payment would exceed 25 per cent, or \$10,000,000, at this time.

When the directors met, however, eastern members of the board being represented, the whole situation was gone over carefully and the \$20,000,000 disbursement was decided upon unanimously.

The company has no bonded indebtedness, the earnings represented in the surplus rightfully belong to the common stockholders and, with the corporation's finances in excellent shape, there was nothing to prevent making the dividend a good one.

Sears, Roebuck & Co. has had a remarkable career of progress since it was incorporated, less than nine years ago. Within that period the yearly sales have grown from less than \$50,000,000 to a gross business of more than \$101,000,000 last year.

The selling organization, which serves more than 5,000,000 customers in the United States was

built up largely out of the proceeds of earnings. In April, 1911, the big merchandising concern increased its common stock from \$30,000,000 to \$40,000,000 and paid the holders of that class of shares a 33 1-3 per cent stock dividend.

WILL DOUBLE HOLDINGS

With the present distribution holders of the original shares will have doubled their holdings as a result of receiving stock dividends. At the same time the shares pay regular cash dividends at the rate of 7 per cent annually. The shares sell around 197.

The corporation has \$8,000,000 preferred stock, which does not participate in the common stock distribution. Of the original amount of the preferred issue, \$10,000,000, around \$2,000,000 has been retired through purchase of the shares in the open market.

§ §

"Made in U. S. A." Show

MARSHALL FIELD & CO. recently held a "Made in U. S. A." exhibit on the second floor of their big store in Chicago. It was one phase of the national industrial propaganda to promote the "Made in the U. S. A." movement.

One of the expert glass blowers from a large American establishment blew globes of glass that afterward were manipulated into the most artistically shaped articles. Sets of china were made and the onlookers were able to trace the entire process from the time the crude material was received until the fragile and beautifully decorated pieces were ready for the table.

A potter molded plastic clay and formed it on the potter's wheel, picture frames were carved by a woodworker and willow bird cages were woven on this floor of the great store. The exhibition lasted a week.

§ §

A Baby Contest

TO BOOST BUSINESS in their Infants' Wear department, the Matthews store in Brooklyn held what was called a "Better Baby Contest." The conditions were quite simple. It was required that each baby should be weighed twice—once when it was entered and again at the close of the contest. The one showing the greatest gain in weight was awarded a valuable silver cup. The age limit was fifteen months. A book on the care of babies and a rag doll were presented to all who asked for them.

§ §

MEMBERS of the Retail Grocers' Association of Paris, Ill., have decided to dispense with their delivery wagons and to award the contract for all deliveries to a special deliveryman who will use automobile trucks.

ABOUT SHOW CARDS

SOME PRACTICAL OBSERVATIONS AS TO THE RIGHT CARD
AT THE RIGHT TIME—CONSIDERATIONS THAT DE-
TERMINE THE KIND OF CARD TO BE USED—
OPENING CARDS AND SALE CARDS

Samuel Friedman

With Blach's, Birmingham, Ala.

A DISPLAY OF ANY KIND, without the proper show card, loses part of its selling force. This is such an evident fact that there is no use arguing the point. If any proof were wanted, it would lie in the fact that ninety-nine per cent of the window displays made in the world are accompanied by a proper show card. These are days of competition. When a man stops in front of a window and sees in the display something he likes he also wants to know the price and something of the goods shown. If it is necessary to go inside the store to secure this information, he is likely to pass on to another store that is not so secretive as to its goods and prices.

What kind of a show card shall we use? This may be a somewhat complicated question, but if looked at from a logical point of view, we take into consideration the following: the time of year, the kind of display, to whom the card is intended to appeal. The year may be divided in a general way into seven separate seasons, namely—Winter Sale Season—Spring Opening Season—Spring Summer Season—Summer Sale Season—Fall Opening Season—Fall and Winter Season and Holiday Season.

During any special sale season, when business needs boosting, for almost everybody is out of the buying mood, then is the time when the show card plays its most important role. In the special sale season, it's the price on the card that makes the sale. At that stage of the game to move merchandise and the bigger the show card (within reason of course), the more attractively it is planned, the more pulling power it will have. To the writer there is a distinct parallel between the special sale and the circus coming to town with colors flying and a big hurrah of attractive posters everywhere. The show card is like the circus parade—it captures the crowd. That's the spirit in which to handle the show card for the special sale. Results are sure to follow if the merchandise is honestly reduced in price. Use an attractively colored cardboard of any size and lettered in a contrasting color. Use plenty of these bright cards and keep them in sight all the time. They will pull like the circus parade and make the cash drawer work overtime. The longer the sale lasts, the more life there must be instilled into it. Like the circus band, you must keep the show cards busy until they have produced the money.

When the time comes round for the spring

opening we must get the circus idea out of our head and plan the show card upon a different basis, for now it must be designed to serve a different purpose. This is an occasion for us to imbibe a little of the spirit of spring with the woods, fields and flowers. Think of the dainty little buds that appear upon tree and bush, the dainty green grass pushing its way out of the brown earth, the sun shining and the balmy breezes warmed by a touch of summer. When you see and feel these things is the time to plan your spring window cards. They should be dainty cards in pastel shades befitting the season. If decorations are to be used they should be delicate and the lettering not too strong. Avoid anything that smacks of gingerbread. The size should be an eight—surely no larger than a quarter sheet. The wording should be simple and little of it, for at this season the message of the card is not so important—the merchandise is the main attraction.

FALL CARDS

As one season follows another we come to the fall opening and, here again, we travel back to old Mother Nature for our inspiration. These are the days of fulfillment—the golden harvest time that was barely hinted at in our spring windows. This is the season of the warm rich tints, the soft reds, browns, yellows and greens. The air has a frosty tang that is mellowed by blue and golden haze of Indian Summer. Here are the ripe purple grapes; the bright red apples and all the rest. With such inspiration the Fall Opening show card should be easy of accomplishment. But it must not be overdone. Nature is rich in color because Nature is big—but it must be remembered that the show card is small and it must not be overloaded with color. Use enough but use it judiciously and keep the tones in harmony.

CARDS FOR CHRISTMAS

The Christmas show card takes care of itself. This is the season of holly, the mistletoe and the flaming red poinsettia. Then there is old Santa Claus with his sparkling frost. If one cannot draw enough material from the holiday season to inspire unlimited designs in show cards, he may as well give up, for he is not qualified for the game.

When the spring or fall seasons are in full swing; after the opening days are over—the character of the window card changes. This is the harvest time. It is the time to get busy—to go after business as a bee goes after honey, in the quickest, most direct way. Make the card bigger, even up to a half sheet. Fill them with arguments and descriptions of the goods. Letter them boldly in the "Here it is—we want you to read it" style. Cut out the fancy work and avoid the colored layouts—these are cards that must be easy to read and interesting to read. Use white cardboard and

YOU CAN'T AFFORD GETTING *Your*

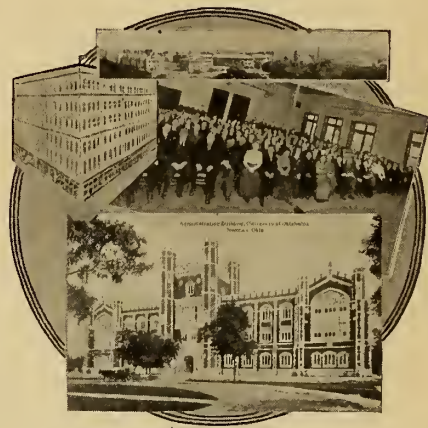
Wisdom Selects the Koester School—



Koester Students Presidents of International Association of Display Men.



Koester Students Won Most Prizes in Window Display Contests.



Koester School Faculty Invited to Teach at Four Universities.

Honors Won By Students

The Koester School gives so thorough a Course of Instruction that its Graduates have been able to carry away nearly all the honors in all contests in the past ten years.

Highest Honors Possible

Two Koester men, Mr. C. J. Potter and Mr. M. Hoffstadt, have held the office of President of the International Association of Display Men for the past five years. No higher honor possible.

President of Canadian Association

Mr. H. C. McDonald, a Koester Graduate, was elected first President of the Canadian Association of Display Men. There are many hundreds of Koester Graduates in Canada.

Most Prizes at Conventions

Koester men won following prizes at conventions of International Association of Display Men:

23 Prizes in.....	1914
32 Prizes in.....	1913
First Prize in.....	1912
First and Second in...	1911, etc., etc.

Winners of National Contests

Koester Men have won the Principal Prizes given in Window Trimming Contests held by such firms as Bear Brand Hosiery, Wayne Knit Hosiery, Jap-A-Lac, Standard Pattern Co., Ladies' Home Journal, etc.

Winners of Local Contests

Koester Men have the record of winning most prizes in local Window Contests, Street Parades, Fashion Shows, Show Card Contests, Exterior Store Decorations, etc.

Other Prize Winning

Koester Men have won Principal Prizes in Display Contests held by Haberdasher, Merchants Record and Show Window, Economist and other well known Trade Papers.

Contributions to Trade Papers

Koester Students and Faculty supply most of the text-matter on Window Trimming now appearing in Trade Papers in America, in such papers as Dry Goods Reporter, Drygoodsman, Dry Goods Economist, Merchants Record and Show Window, Paint & Oil Review, National Druggist, etc., etc.

Faculty Honored

The Teachers at the Koester School, because of their unusual knowledge and ability in teaching, have been called on to demonstrate and lecture all over the United States and Canada.

Teach at State Universities

Koester Teachers have lectured and taught at the following four Universities: Minnesota, Kansas, Oklahoma and Northwestern in the past three years. This assures you instruction under the best teachers possible to procure.

Demonstrate at Conventions

Koester Teachers have during the past seven years had most important parts on all programs of the International Association of Display Men, giving Lectures and Demonstrations.

Lecture at Retailers' Meetings

Koester Teachers have also been invited to address Retailers' Conventions, Advertising Clubs, Window Display Men's Local Clubs, Business Chautauquas, and in every way have taken the leading part in all Window Display matters.

The Fact That You Are a KOESTER

Don't put off this opportunity of taking a Tested Short Cut to Success. Don't spend a Life Time in a store trying to get what we give you in a few weeks or months

Enter the Very First Open Classes

THE KOESTER SCHOOL

TO EXPERIMENT IN EDUCATION

—The School with the Honor Record



Five Thousand Successful Koester Graduates Are Working in the Best Stores.



Koester School Located in Its Own Building, with Best Equipment of any School of Its Kind.



Hundreds of Students from Foreign Countries Recommend Koester School as Best in the World.

School Record

The Success of the Koester Students has meant the Success of the School—the students succeed because the Koester Method of Instruction is correct and wonderfully efficient.

5,000 Successful Graduates

This great record of teaching means a perfection that is only obtainable by many years' experience, perfect equipment and association with a great organization such as the Dry Goods Reporter.

10 Years' Experience

These years of growth of the Koester School assures you a well-tried-out Course of Study that long ago passed the experimental stage. You take no chances. Our record proves this, and wisdom will dictate that you become a Koester Man.

Originator of Form Draping

New items are continually being added to all courses and the Koester School is famous as being the originator of Form Draping and for designing the forms. Hundreds of the most practical display fixtures have been designed at the school. New display ideas are originated almost every day.

Largest in Size

The teaching of so many students has made it necessary for the school to enlarge nearly every year. We now occupy two entire floors—8,000 square feet—in our own building.

Most Complete Equipment

We are the only school large enough to have separate class rooms with actual school furniture and equipment. Every student has his own desk, his own fixtures and tools to work with.

Only Complete Course

We are the only school teaching Complete Course of Studies in Merchandising, as follows: Window Display, Advertising, Card Writing, Salesmanship, Store Accounting, Scenic Painting. We have spent \$5,000 this last year in adding new instruction plates, lessons, etc.

Actual Work in Chicago Windows

Arrangements have been made so that students can have work in windows of Chicago stores. The school also has actual show windows in the class room.

World Famous

The Fame of the Koester School has brought it students from every civilized country on the globe. Some young men have traveled 16,000 miles to attend the school—you boys who have only a few hundred miles to travel have a great advantage.

Publish Display Journal

George J. Cowan, President of the Koester School, is Manager and Editor of the Window Display and Equipment Monthly. Thus all Koester Graduates can keep in touch with the school by means of its paper.

Publish Text-Books

The Koester School is the only school that has ever published complete text-books on Window Trimming, Advertising, Store Accounting, Card Writing, etc. These books are used only in the Koester School.

Only Complete Library

All Koester Students have free access to the most complete library on Window Trimming, Advertising, Card Writing, Salesmanship, Accounting, Merchandising, Art, etc., etc. This valuable library is the only one of its kind.

GRADUATE Assures You SUCCESS

Don't waste valuable Time and Money with unknown schools with no equipment and inexperienced teachers. Don't take chances and DON'T DELAY

Write Today for Full Information

215 So. Market Street, CHICAGO



Accept My Check Share My Profits

**Wonderful Profit-Sharing
Offer to Window Trim-
mers and Card Writers!**

I am determined to get your business—to convince you that “Perfect Stroke” brushes and supplies have no equal, and I am going to make it worth real money for you to use them. Beginning February 15, if your purchases of

“Perfect Stroke”

Brushes and Supplies, Scenic Paintings, Window Units and Air-Brushed Cards amount to \$10 (or more) by June 15, 1915 (inclusive), I will mail you my personal check for 5%, which will be 50 Cents (or more); if purchases amount to \$20 (or more), you will receive my check for 8% of the amount, \$1.60 (or more); \$35 (or more), 12%, \$4.20 (or more); \$50 (or more), 15%, which would be \$7.50 (or more).

“Perfect Stroke” brushes—your next brushes—now if ever. Remember, this offer applies to my entire line on *all* your purchases.

May I send you my big, bright, illustrated new catalog No. 3? Write today if you have not already received a copy. By the way—don’t forget to ask for our spring circular of Scenic Paintings, etc.

BERT L. DAILY

DEPT. E-2

DAYTON, OHIO

letter them in black. Remember that this is not the “circus season” and you want to keep away from the circus style of advertising.

MID-SEASON SALE CARDS

Occasionally a special sale pops up in the middle of the regular season. If that is the case we can liven the card up a bit to suit the occasion by putting the price in in red on a white card with the rest of the matter in black. In the heart of the season, cards should have a straightforward, honest appearance and should be lettered so plainly that they will be easy to read even by a school boy. These cards are for getting business—not to please the eye.

COLOR IS IMPORTANT

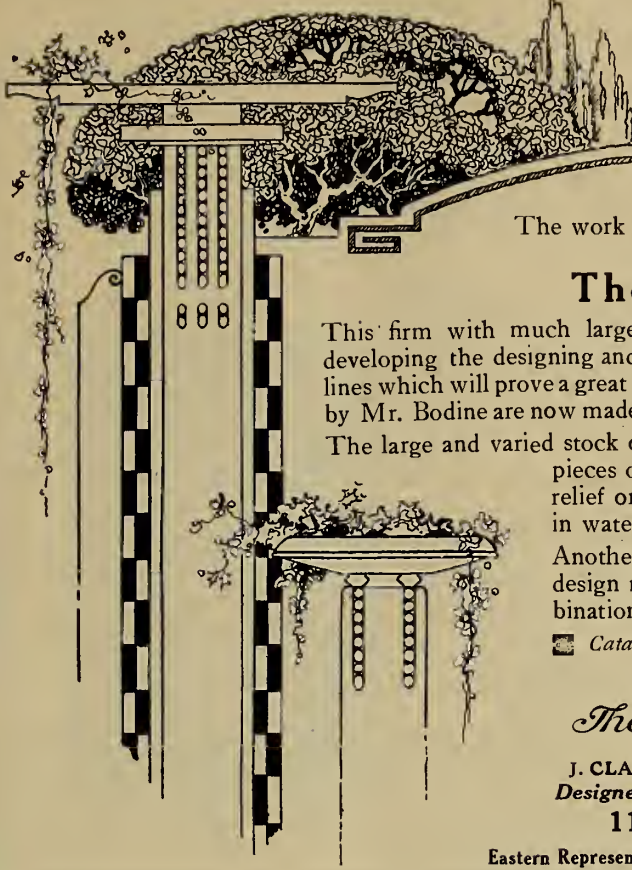
Changing the color of the cards with the season is merely keeping in step with Nature. And people note the change and like it. The main idea is to make every card suitable to the occasion and season. Some stores use precisely the same cards the year through and even year after year. They adopt what they term a standard of style and stick to it like a pup to a root. Possibly they are right, but it is the fixed opinion of the writer that everyone likes a change. The idea is to make the right change at the right time.

Be Careful Mr. Buyer

EVERY MERCHANT appreciates the value of a reputation for truthful advertising, yet every once in a while a flagrant exaggeration creeps into the ad. Generally the advertising man is held accountable and he is generally the guilty one. Nevertheless there are many times when the ad-man is not to blame. Sometimes it is the fault of the buyer. The advertising man cannot always examine every value that he writes about although some ad-men do this. It sometimes happens that the buyer’s word must be taken and the buyer is overenthusiastic. In quoting price reductions or stating prices the buyer can easily exaggerate and the ad-man will not know the difference until it is too late. Perhaps he will never find it out—but the public is sure to and the store will be judged accordingly.

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ALL ORDERS FOR CARDS should be in writing. Otherwise the card writer is likely to find himself blamed for mistakes that are not of his own making. It frequently happens that cards are ordered and when finished the prices turn out to be wrong. Someone is to blame and if the card writer has a written order he is “in the clear.”



Send for This Catalog Before Planning Your Spring Displays


The work and achievements of J. Clarence Bodine have evolved into the new firm of

The BODINE-SPANJER CO.

This firm with much larger studios, excellent wood-turning and shaping facilities is developing the designing and making of show window backgrounds and settings along lines which will prove a great advantage to the merchant and displayman. Original designs by Mr. Bodine are now made up and carried in stock so they can be ordered from catalog.

The large and varied stock of this firm comprises various sizes and styles of panels, set pieces or complete backgrounds, pedestals, urns, plateaus, special relief ornaments in solid wood, decorative paintings in oil, scenes in water color.

Another important feature will be flowers and foliage of special design made up in sprays, vines, festoons and many artistic combinations that will interest every display man.

 Catalog will be ready in a few days and will be mailed upon request
Special designs made up as usual

The BODINE-SPANJER CO

J. CLARENCE BODINE, Pres't HENRY J. SPANJER, Sec'y & Treas.
Designers and Manufacturers of Backgrounds for Show Windows
1160 Chatham Court, Chicago Phone Superior 7369
Eastern Representative—M. P. Staulcup, 44-60 East 23rd Street, New York

University Teaches Window Display

THE UNIVERSITY OF OKLAHOMA is the third State University in the last two years to give instruction in window trimming. The Northwestern University School of Commerce and the Merchant's Short Course of the University of Minnesota have both given window trimming a place on their programs.

George J. Cowan, president of the Koester School of Window Trimming of Chicago had charge of the instruction in window trimming, store planning and window and store lighting at the Merchants' Short Course held by the University of Oklahoma, January 11th to 14th. He also had charge of this work at Northwestern and Minnesota. An unusual feature of the program was a window trimming contest held by the stores in Oklahoma City, Mr. Cowan acting as judge of the contest.

The University is located at Norman, Oklahoma, a short distance from Oklahoma City. Two days of the course were held at Norman and two days at Oklahoma City. A Retailers' State Convention was held at Oklahoma City at the time of the Merchants' Short Course, this combination giving a very large attendance.

Robert B. Schreffler, store accounting instructor

of the Koester school, gave instructions on store accounting and gave to the merchants information that will teach them much about their business. Mr. Schreffler also taught these same studies at the Merchants' Shore Course held by the University of Kansas.

✕ ✕

FOR THE YOUNG MAN who is fitted for the work there is no field of work that offers greater opportunity than that of the department store. It is a field in which the demand for capable men will always be greater than the supply and the rewards are limited only by the energy and ability of the individual. Every person employed in a department store is always in line for promotion and every position is an opportunity for something better. It all depends upon the worker.

✕ ✕

SALESPEOPLE should be required to familiarize themselves with the daily newspaper advertisements of the store and particularly that part of the ad that applies to their own departments. In some stores it is the custom to send to each department several proofs of that part of each ad applying to the section to which they are sent. Salespeople are required to read the ad and sign their initials or number on the margin.

THE ELECTRIC ADVERTISEMENT

S. STUART RIDDLE, ADVERTISING MAN FOR THE DRENNEN CO., BIRMINGHAM, ALA., LIKENS HIS ADVERTISEMENTS TO AN ELECTRIC CURRENT—WHAT HE SAYS ABOUT HIS WORK

S. STUART RIDDLE, display and advertising man for the Drennen Co., of Birmingham, Ala., is treasurer of the local branch of the I. A. W. T. He has some ideas of his own as to advertising and display. He has sent us the following ideas as to his work and how it produces results:

In writing ads for the Drennen stores I keep in mind the two essentials—truth and continuity—and then dress up the ad in any way I like to make it attractive, manufacturing as clever arguments as I can to convince the person who will read it that there is a chance to make a good investment. The way Drennen company's ads are written is by going to the buyers for the different departments. I ask each one to tell me what he has and to talk to me just the same as if I were a customer and he was making a sale; then I go and write the advertisement for his department and use those same arguments.

It is just as necessary to have an ad of good appearance as to have a salesman of good appearance. If you want to sell a fine, high-priced piano would it be wise to put a salesman in charge who was uncouth, badly dressed and used bad grammar? The same way with Drennen company's ads. Before I became an ad writer I was a window trimmer and I write our ads from the artistic viewpoint just like I trimmed windows. First setting up a centerpiece, as it might be called, I work around it, balancing cuts on each side of the page trying to make the type neatly arranged and balanced.

The main policy of Drennen company's stores is that customers must be satisfied. Therefore, its advertisements must be truthful. Fictitious comparative values are the worst injury a store can receive. They are always found out, sooner or later, by the person who reads the advertisement. Any ad that will create distrust or suspicion in the mind of its reader is a bad ad and will injure the firm which sponsors it.

My aim in writing ads for Drennen company is first to create a desire upon the part of the reader to buy; then prove to him that he would be making a good investment if he bought now; next prove to him that only if he bought at Drennen's would his investment be good and then keep in order the points of contact in the "circuit" so that none of the force of the ad will be lost between the time the person reads the ad and pays his money to the salesperson.

Of course, all advertising must be timely. An example of good advertising is a small piece of copy we ran in *The Age-Herald* just about a week before

Christmas. It stated we had a carload of oranges for sale. Never before had we sold oranges here at the dry goods store, and no one knew that oranges could be secured here except those who read that ad. It was right before Christmas when people were buying their holiday fruits and we sold that entire carload of oranges the same morning the advertisement appeared.

§ §

Service and Efficiency

S. TRAWBRIDGE & CLOTHIER of Philadelphia have a little book of rules for the guidance of employes which might well serve as an example for other stores. The rules are all based upon common sense and the natural requirements of a big store such as this. In the book is given an entirely new expression to the thought of "Service" and "Efficiency" as applied to the modern retail establishment, as indicating the relations that should exist between employer and employe. We quote in full the paragraph on this subject which may be read and digested with profit by most employes. It is as follows:

It should not be thought that efficiency is achieved simply by obedience to all regulations contained in this book.

Rules measure necessary limitation of your actions, but an intelligent seeking for greater efficiency is a constant spur to initiative, and initiative is a superlatively valuable business asset.

Modern business is scientific service-giving. Best service can only be given by the most efficient. We appreciate to the full our responsibility and that of the store's executives for your practical business education, and we expect and require you to make full use of the opportunities we afford you to gain an exact knowledge of this business and its requirements as they may affect you in your position. If you are ignorant of one detail that you should know, the fault is either entirely your own or jointly yours and your executive's. Help us to correct such faults wherever they exist. We cannot achieve a day-by-day increase in efficiency without your help. We ask that help just as sincerely as we promise you all the help it is within our power to give you.

§ §

Golf in the Store

G. IMBEL BROTHERS of Philadelphia held a number of highly successful indoor golf tournaments in their sporting goods department. One of the events for professional golfers was participated in by practically every professional in the district and large crowds witnessed the play. Other events for amateurs and women were equally interesting. No fees are charged entrants in these tournaments and desirable prizes are furnished by the store.

§ §

I. T'S A SAD SIGHT to see a handsome and costly gown adorning a wax figure that has lost two or three fingers. If the hands of your figures are not perfect, get them repaired or don't use them.

Thomas A. Knapp

Joins the Instruction Staff of

THE ECONOMIST TRAINING SCHOOL



Mr. Thos. A. Knapp, Sales Manager for Oscar Michael & Company, Newark, New Jersey, has resigned his post to join the ECONOMIST TRAINING SCHOOL staff of Instructors in

“Salesmanagement”

Mr. Knapp brings a wealth of successful store experience in all branches of advertising and selling for ECONOMIST TRAINING SCHOOL students from such stores as

OSCAR MICHAEL & CO. NEWARK, N.J.
LORD & TAYLOR New York City
BEDELL, New York City
H. S. BARNEY CO. Schenectady, N. Y.
WALLACE CO. Schenectady, N. Y.
HARGADINE, McKITTRICK (Wholesale), St. Louis

He has not only a knowledge of advertising, salesmanship, display managing, and show card writing but is also an experienced teacher.

Mr. Knapp's addition to our faculty is in pursuance of our definite school policy of having the best possible instructors, all with years of actual retail experience. We only consider men who know merchandising requirements, conditions and the influences which build for profitable business.

This faculty of experts is supplemented by a consulting board of fifty merchandise and publicity specialists, members of the DRY GOODS ECONOMIST staff.

The ECONOMIST TRAINING SCHOOL Student gets the benefit of the combined knowledge of these men who have helped to accomplish things in the world of merchandising. *And he gets it at a comparatively small investment.* For despite the fact that during the past year the School has spent thousands of dollars in adding efficient instructors, new lesson plates, text books and other instructive printed matter, the tuition fee has not been increased one cent.

Think what association and work with the men who compose the ECONOMIST TRAINING SCHOOL organization means in helping you build for the future.

Consider the permanent dividend-paying power of an investment in the knowledge the ECONOMIST TRAINING SCHOOL provides.

Then decide to take the step towards better things—better position, bigger pay—NOW. Tomorrow never comes. Mail the coupon attached and obtain our book, which explains the course in detail. You'll incur no obligation.

Advertising-Salesmanship, Window-Trimming, Display Management, Single Stroke Show Card Writing and Salesmanagement

ECONOMIST TRAINING SCHOOL

1231 West 39th Street, New York City



One of the many spring fabric drapes made without cutting by our expert drapery instructor,

C. J. NOWAK
for class instruction now.

The Economist Training School
239 West 39th Street, New York

- ☐ Send the school book to
☐ Send supply catalogue to

Name

Street

City

State

Please write or print plainly 12

PRESIDENT, C. J. POTTER, 1627 Washington Ave., St. Louis, Mo.

SECRETARY, P. W. HUNSICKER, 123 Dwight Ave., Grand Rapids, Mich.

1st VICE-PRESIDENT

A. W. LINDBLOM
Minneapolis, Minn.

2d VICE-PRESIDENT

A. J. EDGELL
New York, N. Y.

3rd VICE-PRESIDENT

L. A. ROGERS
Dallas, Texas

TREASURER

G. W. HUBBARD
Battle Creek, Mich.EXECUTIVE
COMMITTEEE. D. PIERCE
Rochester, N. Y.E. J. BERG
Omaha, Nebr.B. J. MILLWARD
St. Paul, Minn.F. S. PRATT
Joliet, Ill.J. H. DEWITT
Terre Haute, Ind.H. B. MARTIN
Rochester, N. Y.

International Association of Display Men

Portland Display Men Banquet

FOLLOWING the very successful "get acquainted" meeting which was held at the Hazelwood Wednesday night, Jan. 13, display men of Portland, Ore., representing all the leading mercantile houses, are striving to secure a membership of 100 by March 15, preliminary plans for a permanent organization having been made.

About 50 window display men were present. All were enthusiastic over the prospect of further developing the art of window trimming and promoting a



SNAPPED AT THE PORTLAND MEETING.

closer co-operation between the display men of the city. Eventually it is the hope of the members to establish permanent clubrooms where facilities for the demonstration of original ideas in the art may be afforded.

A committee of seven was appointed to make arrangements for a dinner, as follows: S. M. Moses, W. J. Williams, L. A. McMullen, L. L. Baum, C. Barger, Mr. McClellan and J. Walter Johnson. The committee is also empowered to make plans for the election of officers and the adoption of a constitution and by-laws. The promoters are anxious for every window trimmer in and around Portland to attend the dinner and become a member of the organization.

The main feature of the initial entertainment was a trio composed of Messrs. Tennent, Barger and Herald. Also excellent numbers were rendered by professional entertainers. A splendid menu was served and the hall was beautifully decorated in daffodills and greens furnished by Mr. Moeller.

Charles W. English, of the Curtis-Leger Fixture Company, explained the object of the meeting. Each member was introduced in turn. Speeches were also made by S. M. Moses, of Lipman, Wolfe & Co., on "The Value of Co-operation"; Malcolm J. B. Tennent, of Meier & Frank Company, on "The Value of a Local Organization;" J. W. Birrell, of S. Rosenblatt Company, W. J. Williams, of Clark Bros., and L. L. Baum, of Lion Clothing Company. There were several out-of-town guests present, among them being L. A. Lupton, of the Myers department store, Salem; Mr. Rivers, from Vancouver, B. C., and Mr. Davis, from Seattle.

The following were present: L. A. Benfer, Knight Shoe Company; J. W. Birrell, S. Rosenblatt Company; L. L. Baum, Lion Clothing Company; I. Crosby, Roberts Bros.; John Hardy, Honeyman Hardware Company; J. C. Martin, R. M. Gray Company; L. A. McMullen, Eastern Outfitting Company; Malcolm J. B. Tennent, C. Barger, W. Worth Davis, J. W. Anderson, Meier & Frank Company; A. A. Pollock, Ben Selling; Charles McEwan, Phegley & Cavender; J. Walter Johnson, Powers Furniture Company; Vern Crouse, C. F. Fleming, Crouse-Parker Company; H. D. Chermis, M. Sichel; C. W. Schneider, Buffum & Pendleton; Paul B. Palmer, Ceil Green, Mr. Hutchison, R. H. Davis, Olds, Wortman & King; A. H. Adams, Walk-Over Shoe Company; Gordon Bye, Woodward-Clark Company; O. R. Moeller, Moeller Decorating Company; A. E. Weller, Portland's Emporium; Howard S. Edwards, Cherry's; S. M. Moses, K. F. Thuneman, Frank Blade, Merle Case, Lipman, Wolfe & Co.; Carl Taylor, Sweetland's; T. H. Boileau, Florsheim Shoe Store; Clint Steigar, Kennard & Adams; L. Waltring, Markell's; W. J. Williams; Clark Bros.; E. W. Engles, Brasfield & Porges; E. C. Stiers, United Drug Company; B. E. Stephens, Owl Drug Company; Mr. Stevens, Albers Milling Company; Mr. Webber, Pacific Coast Biscuit Company; Charles W. English, Curtis-Leger Fixture Company; Stanley Charette, J. K. Gill Company; Mr. McClellan, C. H. Baker Shoe Company; Leo F. Thibau, 204 Abington; Wilber Gardener Meier & Frank Company; L. A. Lupton, Meyers' Department Store, Salem, Ore.; D. M. Davies, Owl Drug Company, Seattle, Wash.; Mr. Rivers, Vancouver, B. C.; William Ferguson, Shaw Cross Design Shop; Mr. Davis, Lennon's; C. M. Herald, U. S. Rubber Company.



JUST OFF THE PRESS—OUR NEW CATALOG

OF UP-TO-DATE DESIGNS OF **Show Window Valances and Puff Shades**

The first step in window display. The new designs we are submitting will give you some up-to-the-minute ideas on ways of making your windows a real sales factor. To attract attention to the goods on display you first have to attract attention to the window.

You know that to do this you have to have a businesslike looking front. At the same time, you want it to possess individuality and a made-to-order appearance. That is just what our valances will give it. Our new Catalog will suggest what you need to fill your requirements and our Service Department will supply the information on the proper proportions and designs suitable to your particular needs, without extra charge.

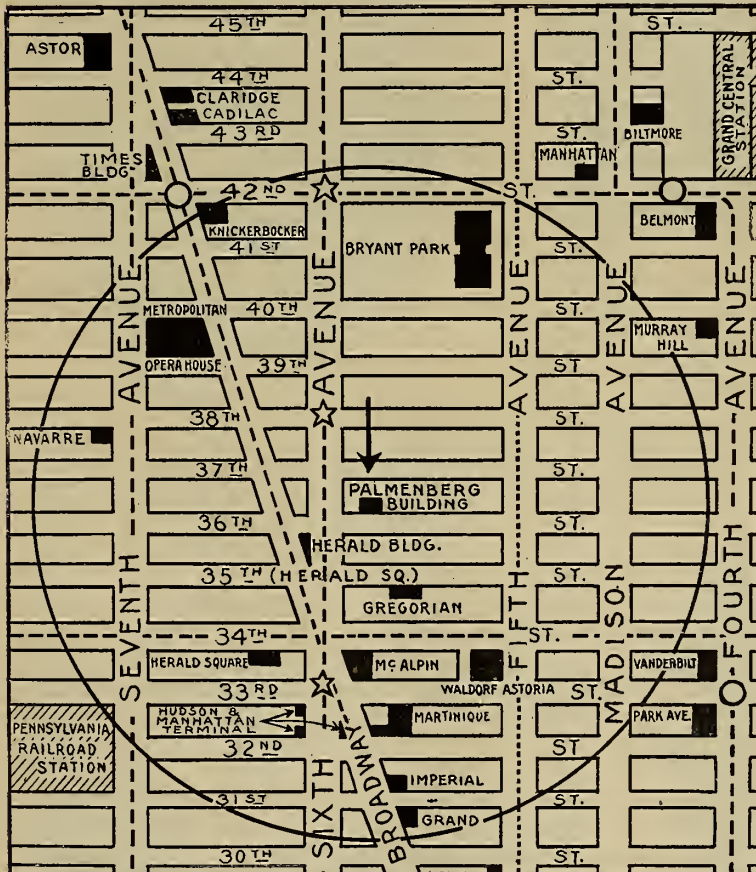
In the event that catalog suggestions do not meet with your approval, we are fully equipped to meet the unusual conditions and problems that often arise and by mailing us a rough diagram of your show windows, together with glass measurements, we will submit our ideas, together with sketches, etc., as to what will produce the best effects.

All materials and workmanship are guaranteed. We specialize along this line; we manufacture the product ourselves and give every order first hand attention, so that you get the best your money could possibly buy. But to appreciate the possibilities of this feature of window trimming don't fail to

GET THE CATALOG!

The Art Window Shade Company

2411-13 North Halsted St., Chicago, Ill.



The Palmenberg Building is an easy five minutes' walk from the greatest distance within the large black circle

We have removed our New York offices and salesrooms to
The Palmenberg Building
Nos. 63 and 65 W. 36th Street, (Herald Square.)

Twenty thousand square feet just for showing and selling.

Complete sample lines of the latest novelties and staples in—

DISPLAY FIXTURES (Metal and Wood)
DISPLAY FORMS WAX FIGURES
VALANCES ARTIFICIAL FLOWERS
REVOLVING FLAT FORMS
ADJUSTABLE SIGNS

All catalogues sent, freely upon application

J. R. Palmenberg's Sons

Established 1852

Factory, 89 and 91 West 3rd Street
NEW YORK

BOSTON
30 Kingston Street
110 Bedford Street

BALTIMORE
10 and 12
Hopkins Place

Working for a Style Show

THE Johnstown, Pa., Association of Display Men will suggest to merchants and the Chamber of Commerce that a Spring Style Show be staged for the city about March 15, continuing three days. At a meeting of the association it was decided to make a canvass of the merchants of the city to see how many will take part. A special committee, composed of John E. Rhoades, O. W. Davis and Mr. Moug, was appointed to interview the Chamber of Commerce.

The following officers were chosen to direct the association during the ensuing year: President, J. M. W. Yost; vice-president, Frank Goebert; secretary, Edgar Metzgar; treasurer, O. W. Davis; trustees, John E. Rhoades, Rodney Learn and John Porinchak.

The following committee chairmen were named: Membership, John E. Rhoades; Program and Entertainment, Jesse Bole; Publicity, Frank Goebert. Two more members will be appointed on each committee.

The next meeting of the association will be held Tuesday evening, January 26, which will be educational night. Members will be assigned talks.

President Yost at Altoona, January 13, helped organize a local association in that city. About twenty were present. Officers were elected and a charter applied for.

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Lancaster Elects Officers

AN INTERESTING MEETING of the Lancaster Local Association of Display Men was held in their rooms in the Chamber of Commerce building, Tuesday, January 12, when these officers were elected: President, H. M. Shear, of Watt & Shand; vice-president, John Ziegler, of Herr & Co.; secretary, J. L. Haines, of the Steinman Hardware Co.; assistant secretary, Wm. Ellis, of The Fashion; treasurer, D. J. Murphy, of Buchana & Young; trustees, Edward Schmitt, chairman; H. M. Werner, C. H. Hertzler.

Membership Committee, H. B. Bostick, E. C. Burk and D. C. Book.

Entertainment Committee—E. C. Weaver, John Ziegler and P. H. Dietrich.

President H. M. Shear gave an illustrated lecture on the "Evolution of the Electric Light." This is furnished by the International Association and was enjoyed by all the members present.

Plans were laid for the semi-annual banquet in February. It is hoped to have President C. J. Potter, of the International Association, address the local at this meeting.

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Twin City Elects Officers

AT THE REGULAR MEETING, January 11, of the Twin City Display Managers' Club the following officers were elected: President, W. H. Hinks, with J. W. Thomas, Minneapolis; vice-president, B. B. Meyers, with the Emporium, St. Paul; secretary, H. M. Reinhardt, with the Standard Clothing Co., Minneapolis; assistant secretary, C. M. Averhill, with the Floan & Leveros, Minneapolis and St. Paul; treasurer, H. E. Bartlett, with the

Golden Rule store, St. Paul; trustees, B. J. Millward, with Mannheimer Bros., St. Paul; C. E. Thieme, with L. S. Donaldson, Minneapolis; C. J. Larson, with the Dayton Dry Goods Co., Minneapolis.

On Monday evening, January 25, the club had its regular annual banquet which was an immense success from every point of view. There was a full attendance and an elaborate menu was served at the St. Paul Commercial Club. President Hinks presided and short, informal talks were made as follows: "Personal efficiency in display work" by B. J. Millward, "Co-operating with the buyer" by C. E. Thieme, "Grand Openings" by C. J. Larson, "Hooking up with nationally advertised goods" by A. W. Lindblom, "Window displays as they used to be" by E. S. Young, "Charging display space" by H. E. Bartlett, "The necessity for backgrounds" by R. B. Meyers, "Recognition of the value of show windows by the clothing man" by Lars Smeby and "The show card, its value in display" by H. M. Reinhart.

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Birmingham Election

THE BIRMINGHAM, ALA., local of the International Association of Display Men held its annual election of officers Tuesday, January 14, at the Chamber of Commerce. The following officers were elected:

Samuel Friedman, of J. Blach & Sons, President; Charles E. Derrick, of the Ideal, Vice President; James E. Wendel, of Drennen's, Secretary; S. Stuart Riddle, Treasurer (re-elected).

The following trustees were elected: Harry Hoile, of Loveman, Joseph & Loeb, chairman; A. H. Williams, and Charles Lowensworth.

Mr. Friedman made a talk in which he highly complimented the retiring President, Harry Hoile, upon the great progress made during his administration. Mr. Hoile was the organizer of the local branch, and in view of the work done by him, the appreciation of the body was shown in a rising vote of thanks.

The officers were installed at the next meeting, Tuesday, January 26.

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Boosting Home Trade

DOWN IN MOBILE, ALA., they are carrying on an extremely lively "Trade at Home" campaign and merchants, manufacturers as well as the public at large, are boosting for Mobile. They have adopted a Community Pledge that has been signed by a large percentage of the residents. Here is the pledge:

"I pledge myself to first ascertain if anything I want can be had in Mobile stores before buying elsewhere and to buy through Mobile merchants when they can get what I want. I intend to do all I can to build up Mobile industries by buying Mobile-made goods whenever I can get them. I further pledge myself to ask my friends and my relatives to do likewise."



H. J. RUTHERFORD, President
 Author of merchants' window trimming service and "Successful Retail Advertising."
 Fourteen years' practical experience in display management.
 Five years' retail experience as buyer, sales manager and general advertising counsel for department stores.
 President of International Association of Display Men, 1908.
 Advertising department, John V. Farwell Co., Chicago, 1909-1910.
 Business manager and instructor of Koester School, 1911-1917.



CHIEF INSTRUCTOR FOR MEN'S DISPLAY
Eighteen years' practical experience as display manager and designer of show window displays and fixtures for men's wear with the following firms in Chicago: Beachey & Lawlor, Foreman Clothes Shop, Browning King & Co., Burns & Grassie, Capper & Capper, The Hub, Stern Clothing Co., The Continental.
President of Polay Fixture Service.

Our instruction and equipment is the best; tuition charges are reasonable; the profit-sharing bond reduces this, you will fill and use it for getting detailed information after which it is filed to your credit to apply as part payment of the tuition.

Cut this out and mail the
bond to

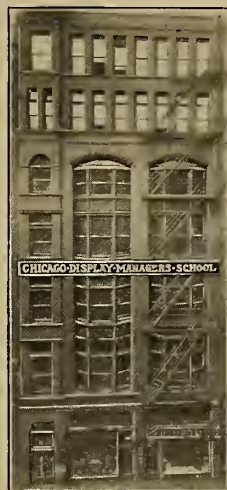
Chicago Display Managers School

304-306 Jackson Blvd., CHICAGO

THIS IS NUMBER ONE
of a series of
Twelve Announcements
advertising

Chicago Display Managers School

The newest institution of mercantile training devoted to study and practice for window trimming, show-card writing and retail advertising, where during the entire time of the class, each individual has the personal attention of foremost Chicago display managers as instructors. Read their records below the pictures.



School contains entirely new equipment for giving each student the real practice necessary to learn quickly the art of trimming windows and writing show cards. These are the main essentials of a display manager's position. It is far easier to learn and the task is pleasanter if you have new goods and fixtures to work with, a new store front to work in, and you train with Messrs. Rutherford, Hess, Polay, Bodine and Weiss.



GEO. WALLACE HESS, Secretary
 Show-card display manager for Schlesinger & Mayer one
 and one-half years.
 Display manager of show-card writing H. G. Selfridge
 Co. one year.
 In charge of Mandel Bros.' show-card department seven
 years.
 Show-card writing instructor Koester School, 1910.
 1911 to 1915 in charge of Engraving and Diploma de-
 partments of B. C. Kassel.
 Author of "Hess Portfolio of Pen Alphabets."
 Pioneer introducer of novelties and tools for card-writers.

Think what it means to have the counsel of these foremost men in their respective lines, while you are practising in

DISPLAY MANAGERS' COURT.

This name describes an enclosure built into our school room which contains all of the equipment mentioned. It is a unique feature of window trimming and show-card writing instruction to surround the student with a perfect atmosphere of a mercantile store window display and equipment.

You will like to train in Display Managers' Court, with its perfectly appointed store windows (seven of them), with all the new goods and fixtures.

FIRST CLASSES ARE FORMING NOW

to start Monday, February Fifteenth, and certain parts of the instruction for a complete course come in on every Monday following. This arrangement means you can come in any Monday that suits your convenience if you enroll for a complete course and be assured you will get all of the instruction and practice.

SPECIALISTS

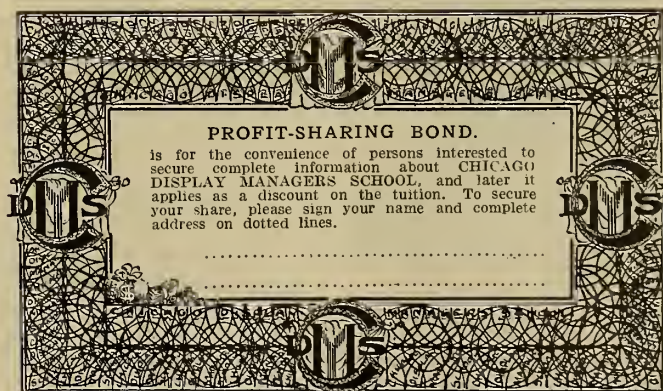
who will have charge of parts of the instruction.

J. CLARENCE BODINE

Instructor in architectural arrangement and color of display window backgrounds.
Twelve years' practical experience.
Eight years associated with A. V. FRASER of MARSHALL FIELD & CO.,
President of the BODINE-SPANIER CO., designers and manufacturers of show window backgrounds supplied to CARSON, PIRIE, SCOTT & CO., CHAS. A. STEVENS & BROS., THE HUB, BOSTON STORE, ROTHSCHILD & CO.

S. R. WEISS

Seven years associated with Clarence M. Herr of the FAIR.
Eleven years display manager for the BOSTON STORE.
Display manager for HILLMAN'S.



For Our Advertisers

An Ideal Wall Board

The old-time window trimmer who had to build up his decorative effects through the use of discarded packing cases and other miscellaneous scraps of used lumber probably did not realize what he was missing through the lack of our modern wall board. He got along somehow with his makeshift materials because he knew of nothing different. The modern display man, however, would have a hard time getting results without the use of Beaver Board or some similar product. Today there is probably no other material used in window display that is so nearly indispensable as wall board.

Beaver Board is a singularly useful product both in the show window and about the store. It is susceptible of unlimited uses. For backgrounds, pedestals, plateaus, dividers, screens, columns, frame and lattice work as well as hundreds of other things it serves its purpose better than any wood. It is inexpensive, surprisingly easy to handle and can be finished in an almost endless variety of ways. It makes an ideal backing for the now popular wood grain and other ornamental papers. Practical display men everywhere use this popular product and many of the beautiful effects illustrated in this journal are made possible only through the use of Beaver Board.

A useful book on the use of Beaver Board for Window Decorations has been issued by the Beaver Board Companies, 625 Beaver Road, Buffalo. It will be sent to any merchant or display man upon request.

§ §

New School in Chicago

Merchants and display men generally will be interested in the announcement that a new school of window display and mercantile training has been started in Chicago. It is called the Chicago Display Managers' School, for the reason that a number of well known State street display managers are associated with the new enterprise and will act as instructors.

The Chicago Display Managers' School is intended to fill a demand for practical and thorough instruction for the professions of window dressing, show card writing and retail advertising as practiced in the leading stores on State street, Chicago. H. J. Rutherford, who is a thoroughly practical display man, card writer and ad-man, is president and general manager of the new school, and associated with him are several leading display managers of State street who will be the instructors in general window display for department stores.

Dave Polay, one of the cleverest handlers of men's wear in the United States, will be the instructor in that branch, while G. Wallace Hess, probably the best known card writer in America, will teach show card writing. J. Clarence Bodine has been secured as one of the instructors in background designing and general window decoration. Mr. Bodine's clever work has won him an international reputation. Other equally well known display men will also act as instructors.

With such capable display men acting as instructors, the practical character of the school is established and the course of instruction is to be fully up to the reputations of the men who are associated together in the enterprise. An original and highly efficient system of instruction has been developed in all branches and it is understood that students are brought to a high state of efficiency in a surprisingly short time. An announcement of the new school appears on another page of this issue.

I. L. Bradford With C. L. F. Co.

Irving L. Bradford, who for many years has been identified with the display fixture business as designer, salesman and publicity expert, joined the staff of the Curtis-Leger Fixture Company on January 1st. He is well known to the window men of the country, on account of his many articles on window trimming, store arrangement and the proper use of store equipment published in all of the best trade journals in the past few years.

Mr. Bradford has spent practically all of his business life in window trimming and the development of display fixtures. Since he left actual window work some twelve years ago he has devoted all his time to the designing, manufacturing and selling of display fixtures suitable for all classes of retail business. Having a thorough knowledge of the modern method of window trimming, and the needs of the trimmer combined with a mechanical mind, he has designed and produced many of the popular fixtures in use at the present time. His inventions have covered a wide range and it is safe to say that some of his devices are in use in every modern store in the country. His knowledge of retail merchandising and insight into the store fixture business, and his wide experience as a trimmer and designer, will make him a particularly valuable man for this firm and its customers.

In 1889 Mr. Bradford served as Vice-president of the International Association of Display Men, having joined the original organization in its infancy and keeping up his membership and activity ever since. At the present time he is connected with the staff of one of the foremost schools of window trimming in an advisory capacity and as special lecturer.

§ §

Old Friends in a New Zone

J. R. Palmenberg's Sons have moved into their new quarters in the Palmenberg Building, 63 and 65 West 36th Street. The entire establishment is most attractively arranged, no pains nor expense apparently having been spared to make the displays on the various floors in keeping with modern window dressing and interior decoration. The collection of wax figures on the second floor is really a remarkable one, and these beautiful lay figures are shown amid surroundings that give one excellent suggestions for their practical and artistic use. This remark will apply also to the display fixtures, artificial flowers and over display and decorative devices. The sales-room on the main floor, with its wide entrance and roomy aisles, presents a very attractive appearance, while the equipment of the offices on the third floor show a liberal use of the latest devices for handling and facilitating business. The Palmenbergs have started out in their new neighborhood with every prospect of adding greatly to their reputation as a standard organization. We congratulate this old house on its notable presentation of novel ideas. Buyers visiting the New York market will find this recent addition to the Herald Square contingent of business establishments decidedly up-to-date.

§ §

Perfect Garment Hangers

It is understood that in the very near future B. Brager & Sons of New York will offer to the trade something extraordinary and entirely original with them. Wood garment hangers most beautifully finished in a hard, durable and perfectly smooth enamel and artistically colored in all shades of the rainbow. Wire hooks and other metal parts will be highly nickel plated and polished.

No doubt this is one of the greatest achievements ever made in the annals of the garment hanger industry and represents the acme of perfection. Every merchant will look forward with interest to the introduction of this new line of hangers.

and now comes Spring

STEP UP BE AHEAD

THERE IS WINDOW EFFICIENCY IN

Ber-Zer Scenic Paintings AND Air Brushed Cards

(BLANK OR LETTERED)

This illustrated booklet contains many new and valuable Window Goodies and should be in your hands

Write for It Today

Let Ber-Zer supply your needs in Scenic Painters', Card Writers' and Sign Painters' Supplies. These supplies are of the same high quality which have distinguished Ber-Zer Products from all others. Write today

Samples of three Spring Air Brushed Cards (7x11), made by hand. 25 cents in stamps

Ber-Zer Studio
DAYTON - - OHIO

BER-ZER TOPICS
One Display Manager in the East says: "Ber-Zer Scenic Paintings are the best I have ever seen."

Spring Decorations

READY FOR DELIVERY

Low Prices

Best Quality

Ask for Our New 1915 Catalogue
Showing New Original Designs



**Fireproof
Muslin Vines**
\$5.00 per gross up.

Easter Lilies
\$15.00
per 1000 up.

**Apple Blossom
Branches**
\$5.00 per gross up.

**Apple
Blossoms**
30c per gross.

Natural Preserved, Fireproof MAIDEN HAIR FERNS

Any color—Green, Pink, Blue, Yellow or Lavender,
large size sprays.

Per 100 sprays \$5.50. Per 1000 sprays \$47.50.

J. HARTWIG COMPANY

The House of Originality

Manufacturer and Importer of Art Decorations

28-32 Pellington Place BROOKLYN, N. Y.
Show Room, 738 Broadway, N. Y.

The House of Beautiful Wax Figures and Fine Forms

THE new 1915
Models are
the best we have
ever shown.

Prices reasonable,
as usual.

A new 100 page
catalog of metal
display fixtures is
also ready — shall
we send you one?



L. A. Feldman Fixture Co.
738 Broadway, New York

Flowers for Spring

One of the most interesting catalogues of artificial flowers and store decorations in general that has come to our notice is one showing decorations, that has just been issued by L. Baumann & Co. of Chicago. It is a book containing a wealth of new ideas and inspiration for the display man.

This firm is one of the oldest and largest in the business and it has for many years borne an enviable reputation for handling as artistic a line as can be found anywhere in the world. The name Baumann is a guarantee as to beauty of design and perfect workmanship. The Baumann line is a remarkably comprehensive one, covering a large and varied line of decorative materials for the show window and store.

In addition to flowers, vines, plants and foliage in almost endless variety, the stock comprises a surprisingly large number of dainty and effective novelties that can be had from no other source. A visit to the Baumann factory and display rooms proves an inspiration to every display man.

Practically all of the best stores throughout the United States and Canada use Baumann flowers. They are supplied to all of the foremost State street stores in Chicago, and many of the most successful displays that have been seen in the windows along that world-famous thoroughfare have owed much of their beauty to these decorations.

Another feature recommending the new Baumann catalogue is the reasonable price charged for everything that is listed. The handsomest imported stock will be found, together with the most inexpensive domestic goods, and all at prices within easy reach of the economical display man. Those who have not received the Baumann catalogue should write for it.

✕ ✕

New Spring Decorations

The great improvement that has been made during the past few years in artificial flowers and other store decorations is well illustrated in the comprehensive line offered by the Botanical Decorating Company of Chicago for the coming season.

This firm has for years been one of the leaders in this business, but never before have they offered so varied and satisfactory a line as for the next spring season. The whole world has been drawn upon to supply the American display man with beautiful materials with which to decorate his show windows.

Every display man, no matter whether his appropriation be large or small, will find in the big Botanical stock just what he wants, and at the price he can afford to pay. The variety of designs and range of prices is so great that the most exacting taste cannot fail to be satisfied.

The Botanical factory, which is equipped to turn out large quantities of high-class goods at low cost, is now producing a splendid line of goods at prices much less than are usually charged for flowers of this high class. These flowers are perfect in workmanship, design and coloring. They will appeal forcefully to every merchant or display man who cannot afford to spend a great amount upon his windows and who wants to get the utmost value for his money.

For those who wish to pay a little more, there are the finest flowers that can be made artificially. But whatever may be selected from the Botanical stock can be depended upon to be a good value. The spring catalogue of this company is filled with ideas that will appeal to the display man who is a crank about classy displays. The catalogue will be sent for the asking.

Schack's Spring Flower Book

Every season the Schack Artificial Flower Company of Chicago issues a "Flower Book" for distribution to merchants and display men. These flower books are not mere catalogues, although they contain pictures and descriptions of practically every imaginable kind of decorative. But in addition to this they contain a wonderful amount of new and practical information for the display man.

Every book contains hundreds of excellent ideas for window decoration, and these ideas prove of the greatest value to display men who are in need of suggestions as to the decoration of their show windows or the interiors of their stores.

The ideas and suggestions contained in Schack's Flower Books come from various sources. Some of them are originated by the artists and designers in the handsome Schack studios. Most of them, however, come from the thousands of display men in all parts of the country, with whom Mr. Schack is in daily correspondence.

It is the custom of many display men to suggest a rough general idea and leave the working out of the details to the designers connected with the Schack studios. In this way a great number of unusually good decorating hints are obtained. These are perfected and later they appear in the Schack Flower Books for the information of display men generally. Schack's Spring Flower Book for 1915 has just been issued and will be mailed to any address upon request. It is safe to say that this book will appeal to every display man who receives it.

✕ ✕

Outside Cases

NO MERCHANT would dream of leaving a large showwindow vacant, month after month, simply because it would require a little money to put it in shape. Nevertheless, there are many merchants who are making almost as great a mistake. There are hundreds of stores allowing valuable space to go to waste, which by means of outside show cases could be transposed into display space practically as valuable as that in the regular show windows. Compared with its ability to make sales, the outside show case is altogether inexpensive. It is one of the best investments a merchant can make for it will yield in additional sales a bigger profit than the same amount of money spent in any other way.

If you are not sure that you have no space for one or more outside cases, step outside with a yard stick or tape line and do a little measuring. Get your dimensions accurately and send them to a maker of outside cases with a request for sketches and an estimate. You can't lose anything and it is more than likely that the maker of outside cases can show you a way to make more sales and add to your profits.

✕ ✕

ORDER EARLY. It will pay you to get your order in early this spring. A little later and the rush of business that always precedes the spring opening may make it impossible to get what you want.



A new, practical and ideal paper for original and effective and artistic window trimming

Plan now to use it for your

Spring Opening Windows

☐ Easily applied, rich in appearance and a perfect reproduction of the costly Onyx. Its use is unlimited.

☐ For Window Backgrounds and Floors, Panels, Columns, Dividers, Pedestals, Draping Stands, Scenic Frames, Units, Flower Boxes and other surfaces our Onyx Paper is without doubt the most appropriate and distinctive covering on the market.

☐ Now being used with splendid results by leading window trimmers throughout the country.

☐ In stock in convenient size in many different colors and patterns.

Write for Samples

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.



Training Makes Men Equal

**Every Man Can Succeed
In Some Line of Work**

Success is not a prize to be won by a favored few—it is a divine *right* that *every* man should enjoy. And gaining success is simply a matter of training those talents that *every* normal man possesses—but that so *few* know how to use.

The successful men^{of} today trained their *brains*—they developed their *natural ability*. The *unsuccessful* men plugged away at whatever they *happened* to find, all unaware of the talents they possessed that *might* have enabled them to succeed in another line of work.

You have natural ability for *some* line of work. Find out what this natural ability is—and then train yourself along that line.

For twenty-two years the International Correspondence Schools have been training men for better jobs by helping them to develop their natural ability. They can do the same for *you*, right in your *own home*, during your *spare time*.

Just mark and mail the attached coupon and the I.C.S. will lay the proof before you. Without any obligation on your part they will show you how they can train you for a successful career in the line of work you like best.

Mark the Coupon NOW

International Correspondence Schools

Box 829, Scranton, Pa.

Please explain, without further obligation on my part, how I can qualify for a larger salary in the position, trade, or profession before which I have marked X.

<input type="checkbox"/> Advertising	<input type="checkbox"/> General Illustrating
<input type="checkbox"/> Window Trimming	<input type="checkbox"/> Commercial Illustrating
<input type="checkbox"/> Show-Card Writing	<input type="checkbox"/> Sign Painting
<input type="checkbox"/> Salesmanship	<input type="checkbox"/> Ornamental Designing
<input type="checkbox"/> Commercial Law	<input type="checkbox"/> Textile Manufacturing
<input type="checkbox"/> Bookkeeping	<input type="checkbox"/> Teaching
<input type="checkbox"/> Stenography	<input type="checkbox"/> Civil Service Exams.
<input type="checkbox"/> Banking	<input type="checkbox"/> Chemistry
<input type="checkbox"/> Commercial English	<input type="checkbox"/> Automobile Running
<input type="checkbox"/> English Branches	<input type="checkbox"/> Agriculture

Name _____

Street and No. _____

City _____ State _____

A Novel Idea

THE H. L. McELROY CO., of Youngstown, O., who are making a weekly specialty of window displays in which real people take the place of lay figures in demonstrating articles of furniture on exhibition, evolved a clever idea recently in the form of a bachelor's room, with C. F. Sternberger, sales manager of the store, as the bachelor.

The window was cleverly arranged to represent a room furnished with all the latest conveniences in bachelor's furniture. Mr. Sternberger played the role of the occupant of the room, enjoying a quiet evening at home, and attired in a lounging robe entertained the interested crowd on the sidewalk by showing them how comfortable a man can make himself with the furniture which the window contained. Among the articles included in the window's furnishing were an adjustable Morris chair, the back of which can be raised and lowered with a push button, a man's wardrobe which has many conveniences in the way of space for hanging suits and keeping clothing in the best condition in the least possible space; a convertible Davenport which makes a comfortable bed upon being opened, and numerous other features. Clever decorations in the way of appropriate signs and pictures peculiar to bachelor apartments completed the window's arrangement.

As on previous occasions the window attracted much attention from the passing crowds. The new idea in using real people in window displays is proving most popular with Youngstown people, and the McElroy company will continue these displays each Saturday night during the winter.

§ §

THE LIBERAL POLICY of a store is not a matter that is only to be advertised and talked about. It is a thing that must be lived up to every day in the week. There are too many stores that constantly boast of the cheerfulness with which money will be refunded to dissatisfied customers, but when the test comes there is so much red tape to be untied before the refund is forthcoming that the "cheerfulness" of the transaction is a decided joke.

§ §

IT IS REASONABLY SURE that your competitor is going to have more or less new equipment for his spring opening—what about yourself? Or, possibly you don't need any new fixtures—No?

§ §

VALANCES FOR SHOW WINDOWS add wonderfully to the appearance of a display. They finish off the setting and add a completeness that otherwise would be lacking.

Read Books

"WINDOW TRIMMING is all in the head," said a veteran State street display man, "and the window worker of today don't know what a big advantage he has in the many books and trade journals at his disposal."

"He can study and observe the pictured work of leading display men, and fill his head with information and ideas that were beyond the reach of the old time trimmer. The old timer could see the work of trimmers in his own city and an occasional trip would help him but, at best, he could have but a faint idea of what was going on in all the widely scattered cities of this big country."

"Today a man can pick up the MERCHANTS RECORD AND SHOW WINDOW and see what is being done by the leading men from coast to coast. He can get ideas that are of great value to him whereas we pioneers had to work them all out ourselves. Then there are many books published now where formerly there were none. That is the reason that window display methods are improving so much more rapidly than they once did."

§ §

Ad or Window

IT'S AN ODD FACT that many merchants will spend without question large sums of money on newspaper or other advertising and yet begrudge every cent that goes into the show window. It is a fact that there are many merchants that spend far more than necessary in the newspapers and far less than they should on their windows yet they will admit without hesitation that if they had to get along with only one, they would hang on to the windows. There is a lot of money wasted on big type and long winded advertising platitudes that could be well invested in show window equipment.

§ §

IF YOU ARE LOOKING for ideas for Easter windows, you will find hundreds of them in "The Art of Decorating." It is the most complete book ever published on window and store decoration. Send \$3.50 to us for this splendid book. If you don't think it's worth the price, send it back and we'll give your money back to you cheerfully and without any argument. Merchants Record Co., 431 S. Dearborn St., Chicago.

§ §

ONCE MORE—Leave the hen egg out of your plans for your Easter windows. The egg is highly ornamental in a gastronomical way but it has no art value as a window decoration.

§ §

HOW ARE YOUR WAX FIGURES, are they all clean and perfect or do they need repairs before the spring opening? If they need to be cleaned, now is the time to get busy.

Let Nature Have Predominance Decorate with Evergreens

Unsurpassed for natural beauty and fragrance

Balsam or Spruce	-	-	4 cents per lb.
Cedar	-	-	6 cents per lb.
Pine	-	-	8 cents per lb.

Chemically treated to set pitch

Samples on Request. We will allow a discount of 40% on all orders amounting to \$5.00 or more, when remittance is accompanied with a photograph and a concise description showing how our material was used.

Northwestern Evergreen Co., CLOQUET, MINN.



SEND FOR

Our

72-Page

Air Brush Catalog

THE WOLD AIR BRUSH ART SHOP

716 W. Madison St., Chicago, U. S. A.

RELIABLE
PRACTICAL
DURABLE

SPRAYERS
AIR
COMPRESSORS

BRUSHES and SUPPLIES FOR SIGN and SHOW CARD WRITERS



MY CATALOG
contains a complete list of everything
the sign and show-card writer needs

THE D. S. of L. BLUE HANDLE BRAND BRUSHES

for every purpose are listed and illustrated—your favorite brush is there. We have a large showing of French made brushes. There are no better brushes made. Each one is a work of art.

SAVE MONEY ON YOUR SUPPLIES

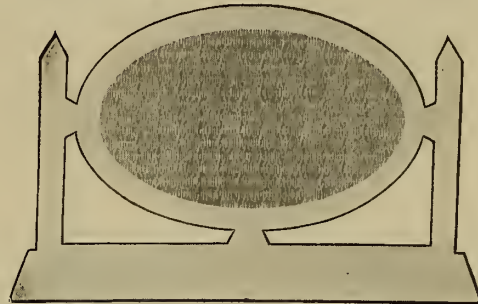
You not only buy better supplies from us but you will save money. Hundreds of stores doing their own show-card work use "Strong's" Supplies. The best card-writers and sign men are big users. You need our catalog as a guide to safe and economical buying of lettering tools and materials. Write today for

"STRONG'S" SUPPLY CATALOG

Address, Supply Dept.,
DETROIT SCHOOL OF LETTERING

CHAS. J. STRONG, Founder
DETROIT Est. 1899 MICHIGAN

Spring Show Cards



Window Cut-outs ready to letter on

Buy Direct from the Maker
and
Save Money

Mat Board - Show Card Board
Over 150 Kinds and Colors

We manufacture to suit your needs
and also give you close-mill prices

Big Sample Folder Free—Write Us

National Card, Mat & Board Co.

Sole Makers of



W. Superior St. - - - - Chicago, Ill.

WALRUS

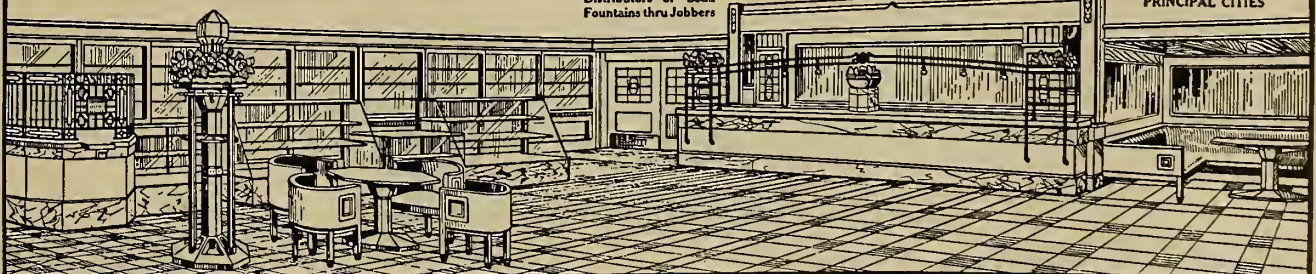
STORE FURNISHINGS

Reflect Quality—Refinement—Individuality. We maintain a staff of expert Designers. Our manufacturing facilities are extensive. Our prices most reasonable

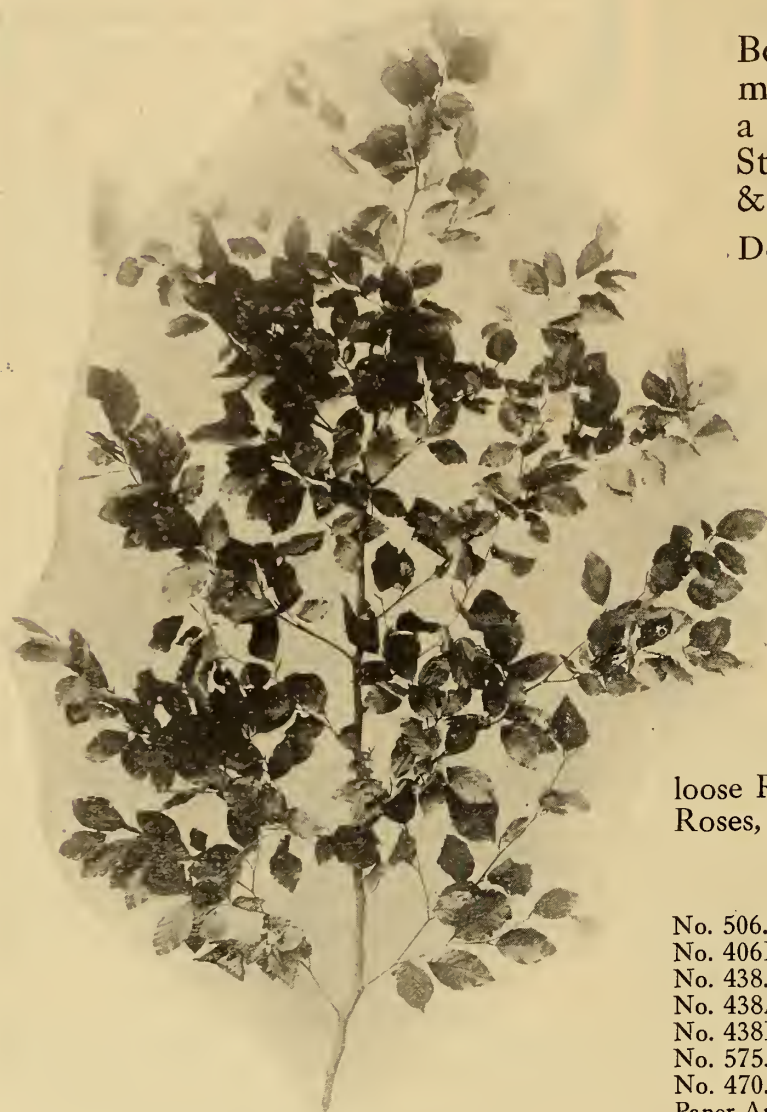
WALRUS MANUFACTURING COMPANY
DECATUR, ILLINOIS

Largest Builders and
Distributors of Soda
Fountains thru Jobbers

AGENCIES IN ALL
PRINCIPAL CITIES



Green Beech Branches and Apple Blossoms



Natural prepared Branches of Beech Trees in natural green color make a complete background for a window. Used that way in State Street Front of Marshall Field & Co.

Domestic Beech Branches one third size of imported, per 100 . . . **\$7.50**

Imported Beech Branches, large full beautiful branches, per 100 **\$12.00**

To set off the green background of the Beech, use clusters of Apple Blossoms.

Our No. 406L Apple Blossom in clusters containing five Apple Blossoms, two buds and two leaves.
Dozen bunches . . . **\$0.60**
Gross bunches . . . **6.00**

Beech Branches make an effective Interior Trim, you can use most any flower with Beech Branches such as loose Roses, Lilacs, Apple Blossoms, Wild Roses, etc.

Price List of Loose Flowers

	Dozen	Gross
No. 506. Apple Blossoms		\$0.80
No. 406L. Apple Blossoms	\$0.60	6.00
No. 438. Lilac, white, lavender or pink	.35	
No. 438A. Lilac, white, lavender or pink	.90	
No. 438B. Lilac, white, lavender or pink	1.50	
No. 575. Special Rose, color red or pink	.35	3.50
No. 470. Special Rose, color red or pink	.65	6.50
Paper Apple Blossoms60	6.00

Send for the Most Beautiful and Useful Flower Catalogue Ever Issued

This wonderful catalogue is by far the most comprehensive and best Spring Catalogue we have ever issued. Contains twelve pages of over 300 color plates of flowers, sprays, baskets and decorative ideas in natural colors. Besides this there are 24 pages of plain black and white halftones of flowers and decorations.

This catalogue brings our Show-room direct to your desk, and is as good as seeing the actual goods.

We can make up special designs or match any color scheme to meet special requirements.

*Don't Order Your Decorations Until You See Our Catalogue.
Write for This Spring Catalogue in Colors Today—It's Free.*

L. BAUMANN & CO.

Leading Importers and Manufacturers

357-359 W. Chicago Avenue

CHICAGO



No. 171
LILAC BOUQUET
Contains 6 large
Lilacs with leaf
sprays. Lilacs with
Vase\$1.25

Lilac Sprays
Per dozen.....\$ 2.00
Gross 20.00
Colors: Pink, White,
Lavender.



No. 5217
APPLE BLOSSOM SPRAY
Unequaled in beauty; 24 inches high.
Each\$ 0.45
Dozen 4.50
Gross 45.00



No. 6017
**SINGLE
NARCISSUS
SPRAY**
With two leaves;
12-inch stem.
Dozen\$0.40
Gross 4.00



No. 1
CHRYSANTHEMUM SHADE
With fringe; 8 inches in
diameter. Made with solid as-
bestos and fireproof. Can be
had in any color.
Dozen\$3.60

OUR LINE is Always the
Newest and Most Up to
Date. No Display Mana-
ger or Window Trimmer should be without a copy
of the L. BAUMANN & CO. Catalogue. We have
the Largest Stock, Newest and most Artistic Designs.

We supply the decorations to Marshall Field &
Co., Mandel Bros., Chas. A. Stevens & Bros., Straw-
bridge & Clothier, Gimbel Bros., L. S. Donaldson
Co., Mannheimer, Bros., and most all of the Largest
and Best Stores in the World. Special Designs are
our specialty. We can Execute Your Ideas.

We ship all over the World, United States,
Canada, England, Japan, Australia, So. America,
China and Africa.

No order too Small, none too Large.

It is worth your while coming to Chicago to
see our Show room.

Our Catalogue is better than ever—12 pages,
300 Illustrations in colors. 24 Pages, 500 Illustrations
in black and white.

Write for Same, It Is Free.

Our Prices Will Interest You.

L. BAUMANN & CO.

Leading Importers and Manufacturers

357-359 W. Chicago Avenue

- - - -

CHICAGO



KADY
SUSPENDERS

are favorites with American men. Their neatness, lightness, comfort and wearing qualities make them ready sellers wherever they are displayed.

The Double Crown Roller
a clever device concealed in the back automatically adjusts the shoulder bands to conform to every movement of the wearer.

With Kady suspenders there is never the slightest discomfort—no chafing, binding or pulling on the buttons. No complex cords and pulleys to get out of order.

Kady Suspenders are made in many attractive patterns of the finest quality elastic webbing. Every pair is guaranteed to the user.

Retail at 50c and 75c
Prices to Dealers \$4.00 and \$4.25 the dozen
Salesman or Catalogue sent on request, or ask your jobber.

Makers of all kinds of Suspenders, Belts and Garters
THE OHIO SUSPENDER CO., Mansfield, Ohio

Books Slightly Damaged

Upon going through our stock of books, we find quite an accumulation that for one reason or another have been laid aside as not being perfect and suitable for shipping out at the published prices.

The accumulation consists of the following well-known standard books:

Art of Decorating Show Windows and Interiors
\$3.50 . . half price **\$1.75**

Hardware Window Dressing
\$2.50
Half price **\$1.25**

Sales Plans \$2.50
Half price. **\$1.25**

The contents of each and every book in the above list is clean and complete, only slight damage can be found on any book. Occasionally a cover has become slightly faded from exposure in the show window, another has a slight scratch, while the print on the cover of another may be a little imperfect, but to clean out this stock, we will accept **just half price** and upon receipt of remittance, prepay to any address any of these books ordered.

This is a rare opportunity to get standard books that are all right for practical purposes, at just half their actual value. There is but a limited supply, consequently, you are urged to send in your order with remittance at once to

The Merchants Record Co.
431 South Dearborn Street - - Chicago

Plan Your Spring Windows from This Portfolio



Twenty-two Full Page Drawings fully described

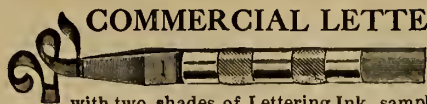
By M. P. Staulcup

Practical and Economical Decorations

Price Only \$1.00 Postpaid

Book Dept.

The Merchants Record Company
431 SO. DEARBORN ST. CHICAGO

**COMMERCIAL LETTERING PENS—Cardwriters' and Merchants' Rapid One-Stroke Lettering**

Pens for lettering off-hand your own Show Cards, Posters, Price Tickets, etc. It is easy to do **Rapid, Clean-Cut Lettering** with our Improved Lettering Pens. Practical Lettering Outfit consisting of three Marking and three Shading Pens, together with two shades of Lettering Ink, sample Show Card, complete instructions, figures and alphabets, prepaid at the special introductory price of \$1.00. Practical Compendium of Commercial Pen Lettering and Designs, new and enlarged. 100 pages 8x11, printed in colors—a complete instructor in Commercial Pen Lettering and Designing—in addition to which this book also contains a large list of Advertising Phrases, suitable for Show Cards, Posters, etc., prepaid, \$1.00. Complete catalog of Lettering Supplies free.

THE NEWTON AUTOMATIC SHADING PEN COMPANY, DEPARTMENT D, PONTIAC, MICHIGAN, U. S. A.

**LEARN THE ORNAMENTAL PLASTER PARIS ART**

YOU CAN MAKE HUNDREDS OF BEAUTIFUL DECORATIVE DESIGNS

Vases, Pedestals, Shields, Face Designs, Display Plateaux, Flower Boxes, Scrolls, also Molding for Panels, Screens and Signs

HOW TO MAKE THE ORIGINAL MODELS from the beginning up to the point of taking the plaster cast is fully explained in our book. **SEND FOR THIS OUTFIT.** Book—"The Art of Casting Ornamental Plaster Paris Designs" with full explanation how to make the original models. Complete formula with directions how to make the gelatine molds. A liberal supply of the ingredients used in making the gelatine. **PRICE FOR ABOVE OUTFIT, \$1.50.**

Send For Illustrated Booklet

THE IRABAR CO., HARRISBURG, PA., U. S. A.



**FOR
WINDOWS and BACKGROUNDS
USE
Silk Plushes, Velours, Felts,
Cretonnes, Tapestries
and Sunfast Draperies**

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS

Are You Getting Ready

To take advantage of the various holidays in February and March?

They offer unusual opportunities in the way of special sales and window displays, but these events will not seem particularly out of the ordinary, unless you use something a little different in Display Fittings. Special occasions demand special features.

Have you our latest catalog and circulars?

The Barlow Company

No. 79-B Race St.

HOLYOKE,

MASS.



DARLOW HOLYOKE
No. 1306

WANTED

More subscriptions and advertising for

THE ADVERTISING WORLD

This magazine is one of the oldest advertising publications in existence. Helps every business man to do his own advertising. Contains dictionary of advertising ideas, catch phrases, and actual advertising experiences relating to divers lines of trade. Subscription price \$1.00 a year. Stamp for sample.

THE ADVERTISING WORLD, Columbus, Ohio



Supply Dept. of THE KOESTER SCHOOL
215 S. MARKET ST., CHICAGO

**The Art of Decorating
Show Windows and Interiors**

is full of just the practical plans and ideas that Merchants and Decorators want when getting up Decorations for any season or occasion. A Big cloth bound book—over 600 illustrations.

Sent Anywhere on Receipt of \$3.50
All Charges Prepaid

The Merchants Record Co., Publishers
431 So. Dearborn Street, Chicago

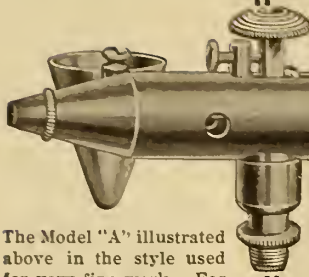
ADJUSTABLE WINDOW REFLECTOR FOR SHOW WINDOWS

Especially designed for use with The Tungsten Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

American Reflector & Lighting Co.
517 Jackson Boulevard, Chicago



You Can Do Better Work With the Fountain Air Brush



The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

The Original Pencil-shaped Air Brush

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, Chicago

Cardwriters Pure Red Sable One Stroke Flat Brush

*For a clean stroke letter
it has no equal.*

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.

Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1915 Folder showing full line at a glance.

Now Ready

J. F. Eberhard & Son
Dept. R., 298 Pearl St. NEW YORK.



BEAVER BOARD FOR WINDOW TRIM

What BEAVER BOARD Will Do
Background, cut-outs, columns, pedestals, trays, boxes, screens, unit forms, shelves, platforms, dividers, signs, mummy forms, model houses, pilasters, display booths, lattice-work.

The possibilities of BEAVER BOARD in the hands of a resourceful window designer are unlimited. He finds it the best workable material to carry out his ideas.

Convenient, clean to handle, beautiful embossed surface for decoration by painting. Light in weight, yet strong and rigid when applied. For permanent or temporary use.

The Beaver Board Companies

United States: 625 Beaver Road, Buffalo, N. Y.
Canada: 825 Wall Street, Beavertown, Ottawa.
Great Britain: 4 Southampton Row, London, W. C.



This free booklet "BEAVER BOARD for Window Trim" is full of practical suggestions for the window trimmer. A new edition is ready. Write for it today.



One of
Our Many
Popular
Models

Paasche Air Brush Co.

Paasche's 3 in 1 Air Brushes THE BEST OF THEM ALL

There is no stronger or more convincing argument than the trimmers' and cardwriters' actual experience with Paasche's Air Brushes.

TRIMMERS' AND CARDWRITERS' OPINION

Invaluable Instrument
Model "E" 2 Air Brush which I purchased from you several months ago, is an invaluable instrument for original and effective show cards as well as other uses, and I have had remarkable success with it.

E. O. WHEETE, Decorator, Care Pegasus D. G. Co., Muskogee, Okla.

Student Earns Way With Paasche Brush
It gives me pleasure to state that your Model "E" 2 Air Brush has given entire satisfaction. I am a student earning all my expenses in the cardwriting business, and consider the air brush most indispensable for my work.

McCASKILL, (The Student Sign Man), Austin, Texas.
Hundreds Write Likewise

MANUFACTURERS

5 South Clinton St.

CHICAGO, ILL.

Send for latest circular of complete outfits

Wants, For Sale, Etc.

All Notices under this Department, \$1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

WANTED—I want a representative in every city for "The Durable Kind" of display fixtures. You can sell them 25% less than any other line and make more money. They are better, too. Address Fred A. Palmer, 715 Medinah Building, Chicago, Ill.

POSITION WANTED—Experienced window trimmer and card writer would like to make change March 15th. Willing to start on moderate salary. Can furnish first-class reference. Address W. W. Wells, care Schaller's Watertown, So. Dak.

POSITION WANTED—In city of 25,000 to 50,000, by young man with 18 years' experience as first-class window trimmer and cardwriter. At present employed in a large ladies' ready-to-wear store on State street, Chicago. Prefer smaller city. No bad habits and best of references. Address Box 246, care Merchants Record and Show Window.

CARD WRITERS—Before you order your next brushes, send for our large 48-page catalogue, which is full of valuable information for card writers. Enclose 2c stamp to Desk M. The Card Writers' Supply Co., Galesburg, Illinois.

WESTERN POSITIONS open throughout Rocky Mountain and Pacific Coast states for window trimmers, card writers, advertising men; also for salesmen and department managers in dry goods, clothing, shoes and all lines of general merchandise. Attractive salaries. Write for information. Business-Men's Clearing House, Denver, Colo. Southern Branch Office, Albany, Ga.



KEMPF CUTS GET ATTENTION!

**Exclusive Adv. Service
For Clothiers and Furnishers**

Write for Prices

KEMPF VAN DRESSER CO.

34 West 23rd Street - NEW YORK



A Revolving Display Table in Your Window

Will Bring Business

Write for catalog of Tables, Countershafts, Pulleys, Reducing Gears, etc.

WINFIELD H. SMITH

8 Lock Street Buffalo, N. Y.

PATENTS WILLIAM N. MOORE

PATENT ATTORNEY
Loan and Trust Building, Washington, D. C.

The first important step is to learn whether you can obtain a patent. Please send sketch of your invention with \$5 and I will examine the patent records and inform you whether you are entitled to a patent, the cost and manner of procedure.

PERSONAL ATTENTION ESTABLISHED 25 YEARS

—have you tried the New Speed-Ball Pen yet. ?

2 different sizes—complete
2-Hand-lettered alphabets
demonstration-instruction
by Gordon—the Sho-Card Man.

\$1

The "Little Wizard" of
LETTERCRAFT
is not a 'Ball Point' pen.

Snappy Illustrated Catalog—Free for the asking.

Res F. George 300 Boston Block. Seattle Washington.

Index to Advertisers.

"Advertising World"	69
"Air Brush Designs"	00
American Lithographic Company	63
American Luxfer Prism Company	2
American Reflector and Lighting Company	69
"Annual Prize Contest"	00
"Art of Decorating"	68-69-72
Art Window Shade Company	57
Baldwin, J. L., & Co. (Cash and Package Carriers)	1
Barlow Company	69
Baumann, L., Co.	66 and 67
Beaver Board Companies	70
Ber-Zer Studio	61
Bodine-Spanjer Company	53
Botanical Decorating Company	10 and 11
Brager, B., & Sons	7
Carter, George M.	13
Chicago Display Managers' School	59
Chicago Mat Board Company	6
Compo-Board	12
Curtis-Leger Fixture Company	Back Cover
Daily, Bert L.	52
Detroit School of Lettering	65
"Draping Book"	00
Eberhard, Joseph F., & Son	70
Economist Training School	55
Feldman, Leo A., Fixture Co.	61
George, Ross F.	71
Great Western Fixture Works	2
"Hardware Window Dressing"	68-72
Hartwig, Joseph, Co.	61
How to Get Trade	72
Illinois Show Case Works	7
International Correspondence Schools	63
Irabar Company	69
Johns-Manville, H. W., Co.	Inside Front Cover
Kawneer Mfg. Co.	3
Kempf, Van Dresser Co.	71
Koester School, The	50-51-69
Leistner, Oscar	13
Lyons, Hugh, & Co.	4
Moore, Wm. N.	71
National Card Mat and Board Co.	65
Netschert, Carl	12
Netschert, F., Co.	Inside Back Cover
Newton Automatic Shading Pen Co.	69
Northwestern Compo-Board Co.	12
Northwestern Evergreen Co.	65
Norwich Nickel and Brass Co.	Inside Front Cover
Ohio Suspender Co.	68
Onken, Oscar Co.	5
Paasche Air Brush Co.	70
Palmenberg's, J. R., Sons	57
Piqua Bracket Co.	7
Quincy Show Case Works	6
Rauch, F. A. Co.	69
Rumbley Company	6
"Sales Plans"	68-72
Schack Artificial Flower Co.	8 and 9
Sketches of Backgrounds	68
"Show Window Backgrounds"	00
Smith, Winfield H.	71
"Store Management" Complete	00
"Strong's Book of Designs"	00
Thayer & Chandler (Fountain Air Brush)	70
Walrus Mfg. Co.	65
Wants, for Sale, etc.	71
Welch Mfg. Co.	14
Wilmarth Show Case Co.	14
Wold Air Brush Art Shop	65

Publications of THE MERCHANTS RECORD COMPANY

431 So. Dearborn Street, Chicago, Ill.

"Merchants Record and Show Window"—Illustrated.

Published monthly. Subscription \$2.00 a year for the United States and possessions, also Canada, Cuba and Mexico. To other countries, \$3.00 a year. Only publication of the kind in the world. Fifteenth year. Over 18,000 readers monthly.

"The Art of Decorating Show Windows and Interiors"

Fourth Edition, Completely Revised.

The most complete work of its kind ever published, 410 pages, 618 illustrations. Covers to the smallest detail the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, Electrical Wiring, in fact, everything of interest to the modern, up-to-date merchant and decorator. Sent prepaid to any address upon receipt of \$3.50.

money-making window displays. Bound in Cloth, 256 pages (8x11). Sent prepaid to any address upon receipt of \$2.50.

"Sales Plans"

A collection of three hundred and forty-two successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address upon receipt of \$2.50.

"Hardware Window Dressing"

300 Illustrations and Diagrams.

The only book ever published on window dressing for the Hardware Store. There are complete descriptions with diagrams showing every phase of the work. The displays illustrated are adapted to all kinds of stores and all kinds of windows from the largest to the smallest. Any one who will follow the directions can put in

"Window Card Writers' Charts"

A series of elementary lessons for the beginner in card writing. Beautifully illustrated in colors. The charts contain practical instructions for the beginner. They consist of seventeen heavy cards, 8½x11 inches in size, printed in six colors and bronze, together with sixteen sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Sent prepaid to any address upon receipt of \$1.50.

Special Combination Offers

"Art of Decorating," prepaid, and Merchants Record and Show Window, one Year...	\$5.00
"Hardware Window Dressing," prepaid, and Merchants Record and Show Window, one year.....	4.00
"Sales Plans," prepaid and Merchants Record and Show Window, one year	4.00
"Window Card Writers' Charts," prepaid, and Merchants Record and Show Window, one year.....	3.00

Above offers apply to renewals to MERCHANTS RECORD AND SHOW WINDOW as well as new subscriptions. Only one book at reduced price with each yearly subscription. NOTE—Add \$1.00 to "Special Combination" prices where \$3.00 (foreign) subscription rate to Merchants Record and Show Window applies.

FREE—TO NEW SUBSCRIBERS

(Not for Sale)

We have prepared with great care and at considerable expense three portfolios, which we are sending postpaid to anyone sending us new paid in advance yearly subscriptions. The titles of these books are as follows:

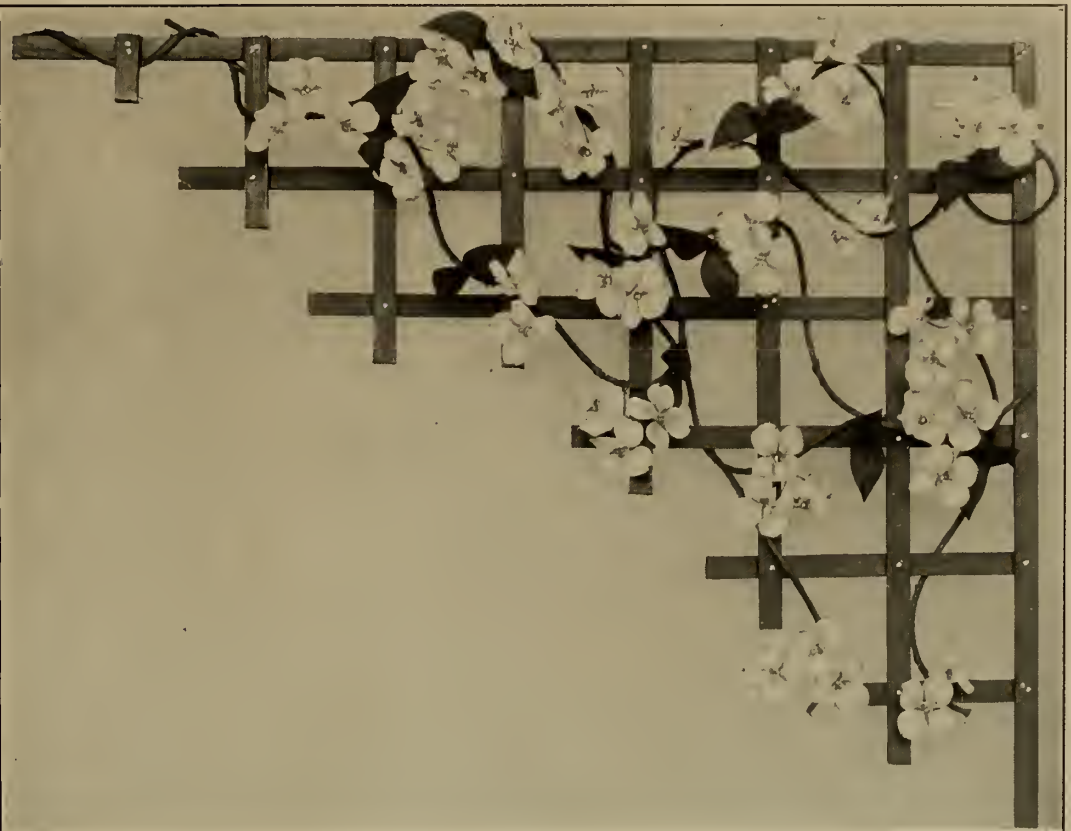
"100 Good Displays of Women's Ready-to-Wear"—Comprises only the very best examples of the window trimmers' art in this line.

"100 Good Men's Wear Displays"—A collection of 100 fine halftone engravings of clothing and haberdashery displays.

"Outdoor Decorations"—Shows the most effective schemes of decoration for automobiles, floats, buildings, etc.

"100 Holiday Displays"—Best windows and interior displays decorated for Christmas.

Above named portfolios are printed upon high-grade half-tone paper and are of uniform size—9x12 inches. We offer the choice of any of the above named publications with one new yearly subscription or renewal to MERCHANTS RECORD AND SHOW WINDOW, the only stipulation being that the portfolio desired must be requested with order accompanied by remittance of \$2.00.



No. 4268. DOGWOOD DECORATION
 No. 4268. Dogwood Decoration, on lattice work, 30 inches wide and 40 inches high, painted spring green and decorated with fireproof Dogwood and foliage, complete.....\$2.28

Ready Lattice Decorations, suitable for trimming Window and Post Interior. Flower sprays, vines, palms, ferns and all the latest decorative schemes, etc., shown in our 40-page catalogue, illustrated in colors, mailed free to those asking.



No. 4270. SMILAX AND ST. JOSEPH LILY DECORATION
 No. 4270. Smilax and St. Joseph Lily Decoration, on lattice work, 30 inches wide and 40 inches high, painted spring green and decorated with natural prepared green Smilax and St. Joseph Lilies in white, pink, tea, purple or blue, complete.....\$1.90

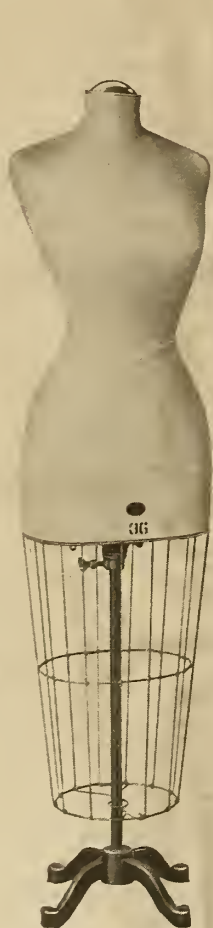
FRANK NETSCHERT COMPANY, Inc.,
 61 Barclay Street, NEW YORK CITY

(No Branch Offices)

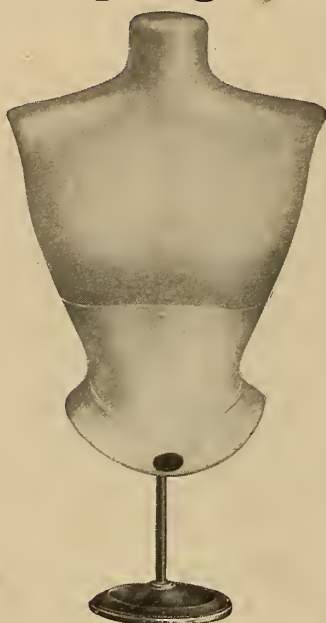


THIS attractive store front is one of several hundreds throughout this country and Canada which have installed Curtis-Leger Special Valances. Is your front as attractive as this one? Our Folder of Valance Designs illustrates in ACTUAL COLORS a most beautiful and complete selection of Special Window Draperies. Your copy is ready for you and we will mail it promptly if you will ask for it. If you wish us to quote prices or make recommendations for your front please send us rough floor plan and measurements of your windows.

New Spring Models



No. 2210

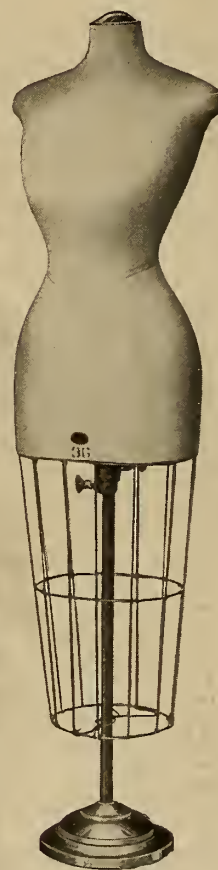


No. 1833

No. 2210 Suit or dress form. Black or white jersey covered with metal neck cap and tapered wire skirt. Mounted on extensible standard and heavy base. A dependable form at a moderate price.

No. 1828 Dress form. Long, slender lines, beautifully modeled. Black or white jersey covered. Fitted with metal neck cap, tapered skirt and mounted on extensible standard and 10½ inch base in any finish. One of our best forms.

No. 1833. This beautiful waist form may be had in any of the following finishes:—Flesh toned enameled bust with jersey or sateen body; satin covered bust with sateen body; all satin covered; all jersey covered. Mounted on extensible standard and round or square base as desired.



No. 1828

OUR GENERAL CATALOG contains 288 pages of live store equipment. Every merchant and window trimmer should have a copy. Ask for yours now.

CURTIS-LEGER FIXTURE CO.

237 Jackson Blvd.,
Chicago, Ill.

Merchants Record *and* Show Window





Your Spring Displays

Should now be receiving your closest attention

Norwich Fixtures

Have demonstrated that they can improve your displays and increase your sales. So look your fixtures over and get your order for new fixtures in at once. We have added a number of new ideas to the line, full details of which will be found in our Supplement No. 1.

Send for one today

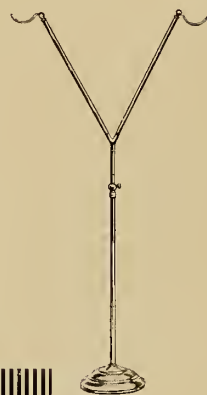
The Norwich Nickel & Brass Co.

NORWICH, CONN.

New York
712 Broadway

—Salesrooms—

Boston
26 Kingston St.



JUST OFF THE PRESS—OUR NEW CATALOG OF UP-TO-DATE DESIGNS OF Show Window Valances and Puff Shades

The first step in window display. The new designs we are submitting will give you some up-to-the-minute ideas on ways of making your windows a real sales factor. To attract attention to the goods on display you first have to attract attention to the window.

You know that to do this you have to have a businesslike looking front. At the same time, you want it to possess individuality and a made-to-order appearance. That is just what our valances will give it. Our new Catalog will suggest what you need to fill your requirements and our Service Department will supply the information on the proper proportions and designs suitable to your particular needs, without extra charge.

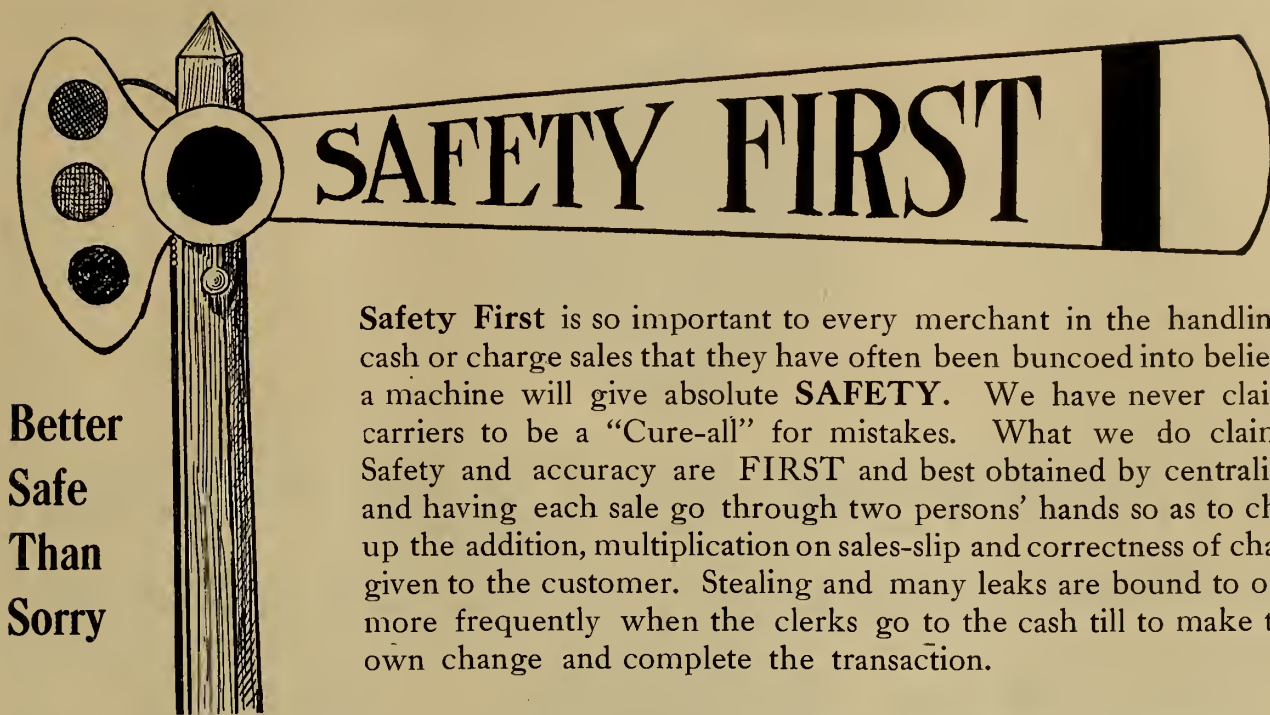
In the event that catalog suggestions do not meet with your approval, we are fully equipped to meet the unusual conditions and problems that often arise and by mailing us a rough diagram of your show windows, together with glass measurements, we will submit our ideas, together with sketches, etc., as to what will produce the best effects.

All materials and workmanship are guaranteed. We specialize along this line; we manufacture the product ourselves and give every order first hand attention, so that you get the best your money could possibly buy. But to appreciate the possibilities of this feature of window trimming don't fail to

GET THE CATALOG!

The Art Window Shade Company

2411-13 North Halsted St., Chicago, Ill.



Better
Safe
Than
Sorry

Safety First is so important to every merchant in the handling of cash or charge sales that they have often been buncoed into believing a machine will give absolute **SAFETY**. We have never claimed carriers to be a "Cure-all" for mistakes. What we do claim is: Safety and accuracy are **FIRST** and best obtained by centralizing and having each sale go through two persons' hands so as to check up the addition, multiplication on sales-slip and correctness of change given to the customer. Stealing and many leaks are bound to occur more frequently when the clerks go to the cash till to make their own change and complete the transaction.

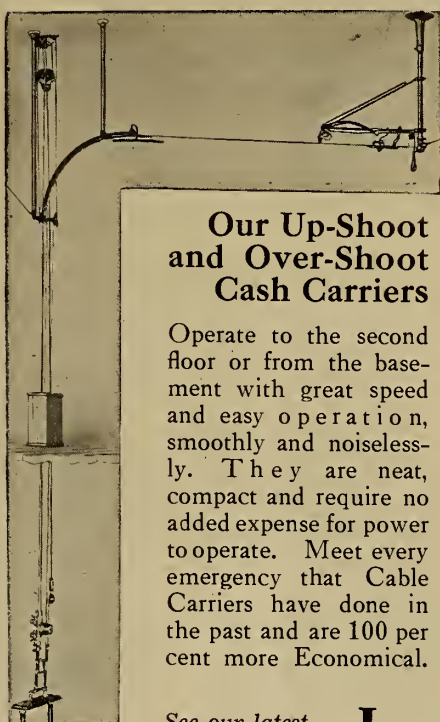
Speed Is Second—Pleasing the Customer

and we would not depreciate its importance in any way, although it's a well known fact thousands of dollars are lost annually by placing speed before Accuracy and Safety. Combine Safety with Speed and you have the ideal Service. When you see Baldwin Carriers operate you will say that combination now is made.

Baldwin Flyer Cash and Package



Ask those who use the Baldwin System



Our Up-Shoot and Over-Shoot Cash Carriers

Operate to the second floor or from the basement with great speed and easy operation, smoothly and noiselessly. They are neat, compact and require no added expense for power to operate. Meet every emergency that Cable Carriers have done in the past and are 100 per cent more Economical.

Carriers have no spreading wires to crystalize, break and fly thru the store. Baldwin track-wires are stationary, permanent, **do not** break as they are not used to propel the Carriers.

Baldwin Ball-Bearing wheels are equipped with two Annular Ball Bearings, having hardened steel balls, cones and racers and a dust-proof cap on each end of hub.

No oil required, think of it. No more dripping oil to damage goods and collect dust.

You as a merchant expect a carrier to wear well, and thus do away with annoying breakdowns and repair bills.

Baldwin Carriers give you absolutely the most perfect service of this kind.

Get our large list of satisfied users who will tell you their experience. **All are satisfied**, that's why we "**stick**" and continue to grow. **Write us today.**

See our latest improvements

James L. Baldwin Carrier Co.

Agents in the Principal Cities—Address Home Office

352 W. Madison St., Chicago
One Block East of New Northwestern
Railroad Station



\$15,000.00 in Cash Prizes

For Window Displays

of Products of Members of Rice Leaders of the World Association as Listed on Opposite Page

Album of 100 Best Window Displays

Sent Free to Every Contestant

This Album will contain the first one hundred prize-winning window displays, reproducing valuable trade-winning ideas brought together from all parts of the country.

This Album will be a valuable guide for future window displays. Such a book is made possible only by this universal campaign, embodying displays of the varied lines of business represented in the Association. The cost of reproducing this Album will represent a small fortune.

Each prize-winner's name and store address of the first one hundred windows will be given under the reproduction of his respective prize window in the Album. A complete list of the names and addresses of all other prize-winners will also be given.

Stores not carrying products made by Rice Leaders of the World Association will be loaned materials to make window displays if they care to enter this contest.

Be sure to have your name in this unique Album.

20 x 40 inches in size



This Banner Must Be Displayed with Members' Products in Contesting Windows

463 Prizes

First Prize . . .	\$2,000.00
Second Prize . . .	1,000.00
Third Prize . . .	500.00
Fourth Prize . . .	250.00
Fifth Prize . . .	250.00
Sixth Prize . . .	250.00
Seventh Prize . . .	250.00
Eighth Prize . . .	250.00
Ninth Prize . . .	250.00
Tenth Prize . . .	250.00
Eleventh Prize . . .	250.00
Twelfth Prize . . .	250.00
Thirteenth Prize . . .	250.00
Next 20 Prizes each	100.00
Next 30 Prizes each	50.00
Next 100 Prizes each	20.00
Next 300 Prizes each	10.00

463 Prizes, Total, \$15,000.00

Contest Closes
May 15, 1915

This Coupon
Brings the
Banner

Window
Display Dept.
Rice Leaders
of the World
Association

358 Fifth Ave., New York

Please send me at once,
Association Window Display
Banner and full details regard-
ing your \$15,000.00 Cash Prize
Competition. Displays will be made of

(List Members' Products Here)

(List Members' Products Here)

Name
Street
City
StateL.

Progressive Concern Considers It an Honor to Display Emblem Banner

"Pueblo, Colorado.

"The Emblem Banner carries a conviction that the class of shoppers seeking Quality cannot escape. It raises to a greater and higher standard the Members' products with which it is associated. As our highest aim is progressiveness, we feel it an honor to display this Emblem, not only as a service to the Members, but because it strengthens us. Merely selling buyers once is not all, but making your appeal to them through HONOR, QUALITY, STRENGTH and SERVICE forms life-time patrons."

Customers Realize Quality of Members' Goods

"Pittsburgh, Pennsylvania.

"All our window displays in which we have used a Rice Leaders' Banner in connection with our displays, have so far been very successful. These window displays have sold a tremendous amount of merchandise."

"Our Eaton, Crane & Pike stationery sale has been great; we have sold four complete dining room suites and four complete bed room suites manufactured by the Berkey & Gay Furniture Company, while these goods were on display. The Hazel-Atlas Glassware sale has been also very successful, during the ten days we had the display in our show window."

"At present, our Whittall Rug sale, of which we are sending you a photo of window display under separate cover, is making a profound impression."

"We will continue displaying your Members' products and in the near future, anticipate putting in a display for Winchester Repeating Arms Company and also Smith & Wesson Revolvers and Automatic Pistols."

"We have also shown the Association Banner in a number of window displays of which we have had no photos taken."

"We wish to state that our customers realize the great qualities manufactured by Members of the Rice Leaders of the World Association, which in our mind is a most wonderful mercantile achievement."

TEAR OFF—FILL OUT—MAIL TODAY



To Become a Member a Concern Must Possess These Qualifications of Membership

- HONOR:** —A recognized reputation for fair and honorable business dealings.
- QUALITY:** —An honest product of quality truthfully represented.
- STRENGTH:** —A responsible and substantial financial standing.
- SERVICE:** —A recognized reputation for conducting business in prompt and efficient manner.

Upon this foundation is based the Emblem of the Association, marking highest business standing in name, product and policy.

By Invitation, the Following Are Members

- | | | |
|--|---|--|
| Rifles—Shotguns and Ammunition
Winchester Repeating Arms Co.
New Haven, Conn. | Typewriters
Remington Typewriter Company
New York | Sharpening Stones and Abrasive Materials
The Carborundum Company
Niagara Falls, N. Y. |
| "Yale" Locks, Builders' Hardware and Chain Hoists
The Yale & Towne Mfg. Company
New York | Chalmers "Porosknit" Underwear
Chalmers Knitting Company
Amsterdam, N. Y. | Revolvers and Automatic Pistols
Smith & Wesson, Springfield, Mass. |
| Crane's Paper and Fine Stationery
Eaton, Crane & Pike Company
Pittsfield, Mass. | Small Motor and Fan Specialists
The Robbins & Myers Company
Springfield, Ohio | Lawn Mowers
Coldwell Lawn Mower Company
Newburgh, N. Y. |
| "Y and E" Filing Devices and Office Systems
Yawman & Erbe Mfg. Company
Rochester, N. Y. | Watches
Elgin National Watch Company
Chicago, Ill. | Waterman's "Ideal" Fountain Pens & Ink
L. E. Waterman Company, New York |
| Hams, Bacon, Lard, Veribest Specialties
Armour & Company | Umbrellas
Hull Brothers Umbrella Company
Toledo, Ohio. | Holeproof Hosiery
Holeproof Hosiery Company
Milwaukee, Wis. |
| Bouillon Cubes, Laundry and Fine Toilet Soaps
Pillsbury's Best Flour
Pillsbury Flour Mills Company
Minneapolis, Minn. | Bohn Syphon Refrigerators
White Enamel Refrigerator Company
St. Paul, Minn. | Clockmakers since 1817
The New Haven Clock Company
New Haven, Conn. |
| Towle's Log Cabin Syrup
The Towle Maple Products Co.
St. Paul, Minn. | Alabastine-Sanitary Wall Coating
Alabastine Co., Grand Rapids, Mich. | "Indestructo" Trunks and Luggage
National Veneer Products Company
Mishawaka, Ind. |
| "Niagara Maid" Silk Gloves and Ladies' Silk Underwear
Niagara Silk Mills
North Tonawanda, N. Y. | Fruit Jars, Packers' and Druggists' Glassware
Hazel-Atlas Glass Company
Wheeling, W. Va. | Electric Heating Apparatus
Simplex Electric Heating Company
Cambridge, Mass. |
| Fine Furniture
Berkey & Gay Furniture Company
Grand Rapids, Mich. | "Oilbag," "Gredag," Acheson-Graphite and Electrodes
International Acheson Graphite Co.
Niagara Falls, N. Y. | Women's Fine Shoes, "Queen Quality"
Thomas G. Plant Co., Boston, Mass. |
| Rugs and Carpets
The M. J. Whittall Carpet Mills
Worcester, Mass. | Electric Pleasure & Commercial Autos
"Detroit Electric"
Anderson Electric Car Company
Detroit, Mich. | Spectacles, Eye-glasses, Lenses, "Fits-U" and Other Optical Goods
American Optical Company
Southbridge, Mass. |
| Linoleums and Oil Cloths
Cook's Linoleum Company
Trenton, N. J. | "I-P" Loose Leaf Books and Forms
Irving-Pitt Manufacturing Co.
Kansas City, Mo. | Lead Pencils, Pen Holders, Rubber Bands and Erasers
Eberhard Faber, New York |
| Varnishes, Japans, Enamels, Fillers, Stains, Shellacs
Berry Brothers, Inc., Detroit, Mich. | Fine Mechanical Tools
The L. S. Starrett Company
Athol, Mass. | California Canned Fruits and Hawaiian Pineapple
Hunt Brothers Company
San Francisco, Cal. |
| Fine Brass Beds, Steel Beds and Springs
The Simmons Mfg. Company
Kenosha, Wis. | Onyx Enamel Ware
Columbian Enameling & Stamping Co.
Terre Haute, Ind. | Automobiles
The Willys-Overland Company
Toledo, Ohio |
| | | Magnetos and Spark Plugs
Splitdorf Electrical Company
Newark, N. J. |

RICE LEADERS OF THE WORLD ASSOCIATION

ELWOOD E. RICE, Founder and President

358 Fifth Avenue

New York, U. S. A.

Send for Association Banner Today. Use Coupon On Opposite Page.

For Quick Action tear out and send us the following letter

—and receive full information regarding the exclusive trade-building SERVICE that we give GRATIS to ONE merchant in EVERY TOWN.

Illinois Clothing Cases
Illinois Out Door Cases
Illinois Hat Wall Cabinets



No matter what your requirements may be, there is an Illinois case for that purpose,—a case made to earn you PROFITS. Illinois cases are bound to please you, their satisfaction is guaranteed. As we have no salesmen, Illinois cases can be purchased direct from the factory, saving you the usual selling expense. That is why these cases are so reasonable in price.

Illinois Show Case Works
1729-37 No. Ashland Ave. CHICAGO

A letter from YOU
TO
Illinois Show Case Works
1729-37 No. Ashland Ave.
CHICAGO, ILL.

Kindly send us full particulars regarding your FREE Service to the one merchant in each town who is FIRST in 1915, to install SOME ILLINOIS EQUIPMENT. Also quote prices and send particulars regarding your _____ cases.

Your NAME _____

ADDRESS _____

Date _____



Frink & J-M Linolite Systems of Lighting

These systems are the nearest approach to daylight in their purity and softness. Absolutely without glare or unsightly shadows, they bring out faithfully the true colors of merchandise—make it appear as it actually is.

The scientifically designed reflectors of these systems are adapted for either the long, tubular J-M Linolite or standard base lamps.

Frink and J-M Linolite Systems of Lighting are being used in over 30,000 stores. Very likely there is one in your vicinity. Write our nearest branch for the name, so that you may see this lighting yourself.

Write now—before you forget.

H. W. JOHNS-MANVILLE CO.

Manufacturers of Show-Case, Show-Window and General Illuminating Systems; Asbestos Table Covers and Mats; Pipe Coverings; Dry Batteries, Fire Extinguishers; etc.

Atlanta
Baltimore
Boston
Buffalo
Chicago
Cincinnati
Cleveland
Columbus

Denver
Detroit
Galveston
Indianapolis
Kansas City
Los Angeles
Louisville
Memphis



Milwaukee
Minneapolis
Newark
New Orleans
New York
Omaha
Philadelphia

Pittsburgh
Portland
St. Louis
Salt Lake City
San Francisco
Seattle
Toledo

THE CANADIAN H. W. JOHNS-MANVILLE CO., LIMITED
Toronto Montreal Winnipeg Vancouver



"Find Out Now—Young Man—How Law Will Help You in Business"

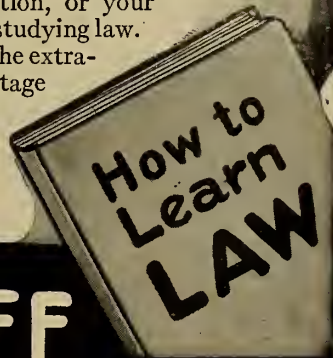
BIG opportunities—*now*—for legally trained men. Sign and send the coupon for full particulars. No matter what your education, or your present line of work, you can get ahead in a big way by studying law. We will send you, free of charge, a complete book setting forth the extraordinary opportunities—showing exactly how you can take advantage of them. Harriman, the railroad magnate, said he would give a million dollars if only he were a good lawyer; he felt the great need for legal knowledge in his business. Law has been a tremendous help to Judge Gary, Chairman of the Board of Directors of the U. S. Steel Corporation, in his fight to the top. Julius Rosenwald, President of Sears-Roebuck, owes his present position largely to his knowledge of law.

This is the Day of the Legally Trained Man

Every move in business has its legal aspect. More and more is the law playing a vital part in the every-day running of every business. Interstate commerce laws, anti-trust legislation, regulation by commissions—scarcely a month goes by but some important law is put on the statute books, which has its direct bearing on business. Big businesses everywhere are paying legally trained men large salaries and fees. A knowledge of the law will multiply your opportunities by ten—use the coupon at once for our free book, showing exactly how you can advance yourself.

**American Correspondence
School of Law**
Dept. 6853 Manhattan Bldg., Chicago

FREE



American Correspondence School of Law
Dept. 6853 Manhattan Bldg., Chicago

Please send me your free book, "How to Learn Law," showing how I can study at home during my spare moments and how a knowledge of law will open up greater opportunities for me in business.

Name

Address

.....



service—ability to take prompt care of customers' needs

By "Service" we mean many things.

Quality and value were once sufficient to insure success, but true independence and security now come with quality, value and Service.

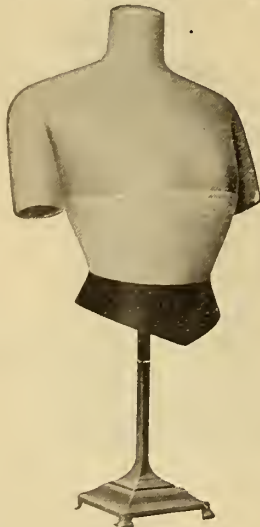
Prompt deliveries—ability to meet your emergency needs—that is Service.

A liberal policy of adjustment—true willingness to make good on any merchandise that goes wrong—that is Service.

Helping you in **EVERY PRACTICAL WAY**
to display and sell your goods—that is Service.

These definitions of **Modern Service** are from the pen of an expert merchandising man—we quote because we agree so thoroughly with his ideas of Service.

Customers of many years' standing know our constant honest endeavor in respect to Service in its fullest meaning. To others we ask an opportunity to demonstrate what we can do for you in anything you may require in modern store fixtures and equipment.



No. 578

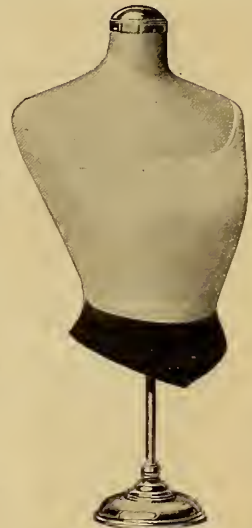
Here Are Two Examples of Our Line:

No. 578—Made of the best papier-mache, finished with the most beautiful flesh-colored enamel covering the entire bust, neck and arms. The waist is finished with a white sateen cover and trimmed with a velveteen belt. The form is mounted on a heavy 7-inch square base with a cast sub-base with feet.

Price, complete.....\$8.50

No. 565 — Made of heavy papier-mache, mounted on a 7-inch round base and standard. The yoke is of our fine pink enamel finish covered with white jersey and velveteen belt. An ornamental cap finishes the neck.

Price, complete....\$4.75



No. 565

Manufacturers and Distributors of

Everything in Metal and Wood Display Fixtures, Papier-Mache Forms, Wax Figures, Clothing Cabinets, Show Cases, Triplicate Mirrors, Outside Display Cases, Window Dividers, Store Stools, Etc.

WRITE FOR CATALOGUES AND PRICES

Hugh Lyons and Company

802 E. South Street, Lansing, Mich.

New York Salesrooms: 35 W. 32nd St. Chicago Salesrooms: 313 Jackson Blvd.

Have you received your copy of latest issue of "COMPLETE DISPLAY" our beautiful new magazine?

Make Your Show Windows Pay Your Rent.

Many Sales are made from the Sidewalk.

This particular set of Interchangeable Window Fixtures will make the finest of Window Trims—will display your merchandise to a "Selling Point," will give you snappy trims which will attract local and transient trade. This set affords quick and frequent changes.

Read further about this wonderful

Set of Fixtures

Hundreds of Trims. With this set over 500 original trade pulling window trims can be made and at no time making any two alike, besides hundred of standard and odd window fixtures can also be made.

Can't Wear Out. ONKEN YOUNITS are now made so they cannot show any wear. The NEW construction the "Sunken Steel Socket" takes the place of the old construction. There are now NO Screws Screwing Into Wood. They will now last for many years. The construction is sturdy and high grade throughout. Simplicity in detail is the principle.

A Book of Window Trims Included. A large, beautiful book of many captivating trims made with this set will be sent FREE with this set. This book is a help to any window trimmer.

Made of Oak. The entire set is made of thoroughly Kiln Dried Oak, the metal parts of cold rolled steel, each YOUNIT is accurately machined to fit right and made interchangeable.

Our Guarantee. We guarantee to replace this set FREE of CHARGE any time within one year if it proves defective in any way through construction or parts not fitting satisfactory.

Our Standard Finishes. We will ship this set in either Weathered, Golden or Antique Oak, all in a soft mellow wax (non-scratchable) finish.

Stock is carried in Cincinnati, New York and San Francisco. Atlantic coast trade supplied from New York. Pacific coast from San Francisco.

Price for the Full Set No. 102 \$30.00⁰⁰ NET

Price of a Half Set No. 102½ \$15.00

F. O. B. Cincinnati, New York and San Francisco
Order thru your JOBBER or DIRECT

THE OSCAR ONKEN Co.

No. 371 West 4th Street Cincinnati, O., U. S. A.

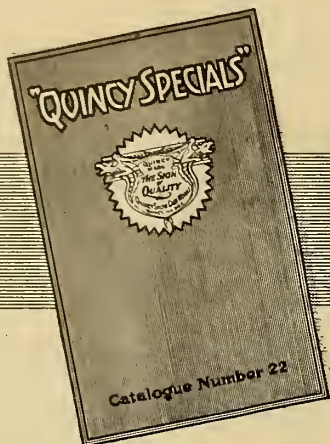
Quick Shipments. Address all Correspondence to Cincinnati. Send for Yount Catalog. Stock is also carried in CANADA, ENGLAND and AUSTRALIA.



PAYD IN
UNITED STATES
AND FOREIGN
COUNTRIES

The Storage Chest. The 222 YOUNITS that make up this set are put up in a HARDWOOD, HINGED LID STORAGE CHEST (oiled finish). A good place to keep any part of the set that is not being used.

Just Off The Press



"Quincy Specials"—our new 192 page catalogue is just off the press. Every merchant interested in the newest and best in store equipment should have a copy of this "Red Book" on his desk—should read its pages carefully—should consider the increased selling possibilities of a "Quincy Equipped" store.

*Mail us a card—and we
will mail you a copy*

Quincy Show Case Works

Quincy, Illinois

DALLAS, TEX.
907 Commerce St.

JACKSONVILLE, FLA.
20-28 Julia St.

WICHITA, KANS.
301 Beacon Building

PITTSBURGH, PA.
949 Penn Ave.



Crescent Window Cards

Changeable
Panels

Beveled Edges

Heavy Board

No. W 5—Green Japanese Veneer Frame
White Cloud Panel—Red Background
Size 19½x24

Attractive Colored Cards for All Occasions

A selection of assorted colored boards from our line always put the window trimmer in position to have a popular tinted card for all occasions, to furnish the desired effect for an attractive window. All weights and finishes.

*Send for New Sample Book and
Circular No. 18A*

Chicago Mat Board Company

Manufacturers

664-666 Washington Blvd.

CHICAGO

::

U. S. A.

REMODELING

This word means to the store about what
house-cleaning does to the house in the spring.



If you are going to remodel or build a new store do not fail to include Baine's Adjustable Shelf Brackets in your specifications.

Shelves put up with our construction provide for at least 30% more room, because our brackets do not obstruct—wonderful improvement in the appearance too.

Write for full particulars.

PIQUA BRACKET CO.
PIQUA, OHIO

EASTER

Hundreds of you up-to-date men have sent me your orders for your Easter and Spring Opening decorations. To those who have not, I urge that you rush your orders in as soon as possible and I will do my best to fix you out with the very best of nature's foliage.



Beaven's Southern Wild Smilax

For This Easter Season

To make your decorations—both for the interior and windows—attractive and right you will want liberal quantities of my famous greens.

Beaven's Palm Leaves

My crop is unusually good this Spring and you can use a lot of Palm Leaves and Palm Crowns because, they are mighty effective, yet inexpensive. Prices quoted below. A splendid Palm Sunday Souvenir.

Beaven's Fadeless Moss

is just the thing for carpeting your show windows and splendid for a variety of other uses at this season. Beaven's Green Sheet Moss (fadeless) costs you only \$4.00 a sack.

Beaven's Floral Decorations

(partial list and quotations given below) are a selection of the very best that Nature has to offer. Try them at our risk. Entire satisfaction guaranteed or no money expected. Write for descriptive booklet.

Beaven's Southern Wild Smilax comes in almost any size, from sprays 2 to 6 feet long to vines exceeding 30 feet in length. It retains its fresh green color and appearance. It is real and shows it; and it is not expensive. Prices and capacity as follows:

Case No.	Covers Approx.	Weight	Price
1	100 sq. feet	15 lbs.	\$1.00
2	200 sq. feet	20 lbs.	2.00
3	300 sq. feet	25 lbs.	3.00
4	400 sq. feet	30 lbs.	3.50
5	500 sq. feet	40 lbs.	4.00
6	600 sq. feet	50 lbs.	4.50

Long Needle Pines } Each 2 ft. 10c Dozen \$1.00 Per 100 \$6.00
 As beautiful as palms in } 3 ft. 15c 1.50 9.00
 decorations. } 4 ft. 20c 2.00 11.00

Chamerops Palm Leaves } 25cperdoz., \$2.50per100
 Sabal Palm Leaves }

Chamerops Palm Crowns } Each 3 ft. 15c Dozen \$1.50 Per 100 \$11.00
 Our native palm plants } 4 ft. 20c 2.25 15.00
 with their roots removed. } 5 ft. 25c 3.00 20.00

Southern Grey Moss 25 lb. sack \$3.00

Satisfaction (and more) absolutely guaranteed or no money expected. Prices are f. o. b. shipping point.

Special Express Rates, 25 per cent less than the new reduced merchandise rates

Prompt
Shipment

Edward A. Beaven
Evergreen, Alabama

By Fast Freight
Express or
Parcel Post

SCHACK'S DESIGNS

Here are shown four views photographed in the Schack Studios. These are but a few of the many original show window designs that you may see any day at our beautiful studios. All of the settings are made complete and finished with Schack products.



Window No. 1. This is a dainty and springlike setting. The framework is made of our special Upson Board, finished in papier mache, etc. The beautiful flower effect was done with our new Honeysuckle Spray No. 3135 (illustrated below), in exquisite shades of pink. Two dozen sprays were used on the background and a dozen in each of the ornamental stands at the sides. Two dozen ferns at 90c per doz. made up the rest of the floral decorations. Any display man can easily reproduce this setting.



No. 3135. Honeysuckle Spray. A dainty and graceful flower for Spring. It is new and will please every display man who is looking for something different for his Spring windows. 20x15 in.

Each.....\$0.75
Dozen.....7.15

This is the flower used in Window No. 1, shown above.

We carry a larger and more varied line of window decorating material than any two other dealers.



Window No. 2. This background framework was covered with our woodgrain paper and in the middle was placed one of our scenic paintings. At either side was a papier mache vase, each of which contained 3 doz. American Beauty roses at 90c per doz. To decorate the remainder of the window 4 doz. lavender Wistaria Sprays No. 3116 (see illustration below) were used. Imitation marble paper was used for the flooring. This made a beautiful setting although it was not expensive.



No. 3116. Wistaria Spray. A new and beautiful arrangement of this attractive spring flower. Exquisitely tinted flowers and spring green leaves. 21x15 in.

Dozen.....\$ 2.80
Gross.....28.00

This is the spray used in Window No. 2, shown above.



Schack Artificial Flower Co.

1739-41 Milwaukee Ave.
CHICAGO

ALWAYS ORIGINAL

You can get the same effects that are shown here at a surprisingly small cost by using our goods. And we will be glad to furnish the ideas, too, if you need them. The services of our expert designers are free to all Schack customers.



Window No. 3. This is an unusually pleasing setting for a spring window. The floral decorations consist of 2 doz. Rambler Rose Sprays (illustrated below) and 2 doz. Ferns at 90c per doz. Roses were shaded from a medium salmon to a delicate pink. Our new Imitation Marble Paper was used on the columns. This paper comes in 25x40 inches at 15c per sheet. The floor was also covered with Imitation Marble Paper mounted on 8x8 in. squares of our special Upson Board. The other ornaments used in this setting were from our stock designs in papier mache, etc.



A view of Schack's Studios. Here is a little glimpse of one of the many attractive spots in our studios. Hundreds of display men come from all parts of the country to visit this wonderful display of decorative materials and get ideas as to their use. Everywhere one may look he will find inspiration and suggestions. There is no more attractive spot in the world for the display man than Schack's Studios and visitors are equally welcome whether they come to buy or simply to see the wonderful display.



No. 3120. Rambler Rose Spray. This is one of the most attractive sprays we have ever produced. Flowers and foliage perfectly shaped and colored. 21x24 in.

Each\$0.70

Dozen 6.90

This is the spray used in Window No. 3, shown above.

Our best advertisement is the satisfied army of display men who use Schack's Flowers.



Schack's Spring Flower Book

Have you received your copy of this valuable book yet? If not one is waiting for your request and you will find it a wonderful help in your work. Don't think it is an ordinary catalog. It is the best book on window display ever published.

Schack Artificial Flower Co.

1739-41 Milwaukee Ave.
CHICAGO



Daylight Your Store Without Expense for Upkeep—

You can do so by installing LUXFER.
Who does not prefer daylight to artificial light—or appreciate a saving on light bills?

Luxfer

reduces your light bills and increases the efficiency of your store service to customers. It increases business by reducing the "tired feeling" among clerks and patrons.

Daylight is one of the most important things in your store, and is so considered by the owners of 35,000 LUXFER installations. LUXFER, by delivering daylight makes shopping easier and the result is naturally in the merchant's favor.

A new feature has been recently added to LUXFER transoms—in the form of artistic lettering signs or ornamental colored glass embodied in prismatic panels. They are a valuable addition to a store front, and are equally efficient day and night. The letters are from 10 to 16 inches in height, and are ornamental in appearance.

Let us give you more conclusive proof how you can profit through LUXFER

AMERICAN Luxfer Prism COMPANY

CHICAGO, Heyworth Bldg.
BOSTON, 49 Federal St.
CLEVELAND, 419-20 Citizens' Bldg.
DETROIT, Builders' Exchange.

DULUTH, 310 W. Michigan St.
KANSAS CITY, 909 N. Y. Life Bldg.
MILWAUKEE, Stroh Bldg.
NEW YORK, 507 W. Broadway.

NEW ORLEANS, 904 Hennen Bldg.
PHILADELPHIA, 411 Walnut St.
ROCHESTER, 38 Exchange St.
DALLAS, Builders' Exchange

SAN FRANCISCO, 445-47 Turk St.
LOS ANGELES, 1835 S. Main St.
ST. PAUL, 365 University Ave.



Art Flowers for Your Spring Opening

Most Complete Line
Shown in My
Catalog 325

Write for It

Carl Netscher

ART FLOWERS

12 to 22 N. Michigan Ave. 4th Floor—Ward Bldg.
Chicago, Illinois



When You Build A New Store Front

Why not profit by the experience of retailers who have installed 40,000 KAWNEER FRONTS--- why not let us help you by making suggestions---by giving you information which has been gained through our eight years in this field.

If you need a new Store Front, you need a KAWNEER FRONT. It's made of either solid copper, brass, bronze or aluminum, made to insure you against paint or repair bills. It is built to keep out dust, and, as well, to ventilate the windows in cold weather. KAWNEER sash allows you to *regulate* the ventilation. Your KAWNEER windows will virtually be one expansion of glass, without the customary columns and other obstruction and KAWNEER is a *complete* construction—not merely a division or corner bar.

Kawneer

STORE FRONTS

Just let us send you "Boosting Business No. 14."—It's a Merchant's book on Store Fronts—not a book on window trimming or a picture book for your errand boy. See the photographs of other successful retailers' Fronts as well as other suggestions that may fit your condition.

Just a card or note saying, "Send Boosting Business No. 14" and it will go to you without obligation.

Kawneer

Manufacturing Company

Factories
Niles, Mich.
Berkeley, Cal.
Guelph, Ont.

Francis J. Plym, President
Dept. E. 142 Factory St., Niles, Michigan

We have
a branch
near you

552

WAX FIGURES WORTH WHILE



THE most important display fixture used in spring opening displays is the wax figure. It is the fixture that must be depended upon to show off the costliest and most fashionable gowns by which the store is to be judged. No matter how beautiful the background, nor how handsome the gowns, if the figures are not right the effect of the display is spoiled.

Great Western Wax Figures

are always right. The faces are the faces of real living people. They are the kind of faces you are glad to see for the first time and you like them better every time you see them.

The modeling of the figures too is perfect. The lines are natural and graceful. You couldn't make them look awkward or stiff if you tried. They are designed by Gustav Schmidt, the most expert wax sculptor in America.

Yet our figures generally cost less than the ordinary kind, although ours look better and last longer.

The figures shown here are examples selected from stock. They have jointed waist, hip and knee (on one leg).

We have a lot we would like to tell you about our wax figures if you will write to us. We will be glad to send you photographs that will surprise you if you have never seen perfect wax figures.

Our metal fixtures too are worth investigating—they are the best made, yet they cost no more—write us.

Great Western Fixture Works
616 Medinah Building Chicago






The Greatest Advertising Medium of the Age OUTSIDE SHOW CASES

WILL SELL MORE GOODS AT LESS COST PER SALE THAN
ANY OTHER MEANS KNOWN TO MODERN MERCHANDISING

Write for Catalog

The Diamond  *Show Case Co.*

2208 W. SUPERIOR AVE.

CLEVELAND, OHIO

PERFECT SATISFACTION

A common slogan with many but nothing else. With us it's a life-long policy practiced in its fullest sense and coincides with your own idea of its true meaning.

It has won hundreds of customer friends for us and will win you too. Let's get acquainted.

Catalogs on request



No. 55

Latest Waist Form. Bust and arms finished in NEW FLESH TINT ENAMEL, balance of form jersey covered. Arms are movable and detachable. \$5.50 each. Without arms, \$3.85 each.



No. 10

Gown Stand. Extensible. Assorted heights.

Base 5 in. \$ 8.10 doz.
" 6 " 11.95 "
" 7 " 14.15 "
" 8 " 21.35 "

Regular finishes



No. 99

Tango Form. Bust and legs finished in NEW FLESH TINT ENAMEL. Stands alone without any brace. Substantial construction.

\$13.00 each.

B. Brager & Sons, 49 Crosbe St., N. Y.

One Block East of Broadway Between Broome and Spring Sts.

Easter and Spring Opening ANNOUNCEMENTS

Quickly Made with Newman's High Grade
Interchangeable Metal Letter Signs

Made in all sizes, all prices, for all lines. Also Building
Directory Boards, Bronze and Brass Signs and Name Plates



The NEWMAN Changeable Sign system consists of a grooved backboard covered with cloth and letters are made of an ivory finished metal, provided with two lugs or grips placed in the grooves of the backboard and are removable and replaceable with extreme ease. Under ordinary careful usage these letters are durable for all time. Letters are made in five sizes, Viz:— $\frac{1}{4}$ inch, $\frac{1}{2}$ inch, $\frac{3}{4}$ inch, 1 inch and $1\frac{1}{2}$ inch.

We Manufacture the Most Complete Line in the World of Metal Signs, Brass and Bronze Tablets, Name Plates, Display Fixtures, Racks and Stands, Mechanical Window Devices, Advertising Devices, etc.

Write for Our Catalogs

THE NEWMAN MANUFACTURING CO.

NEW YORK:

Established 1882

CHICAGO:

101 Fourth Avenue

CINCINNATI, OHIO

108 W. Lake Street

WALRUS

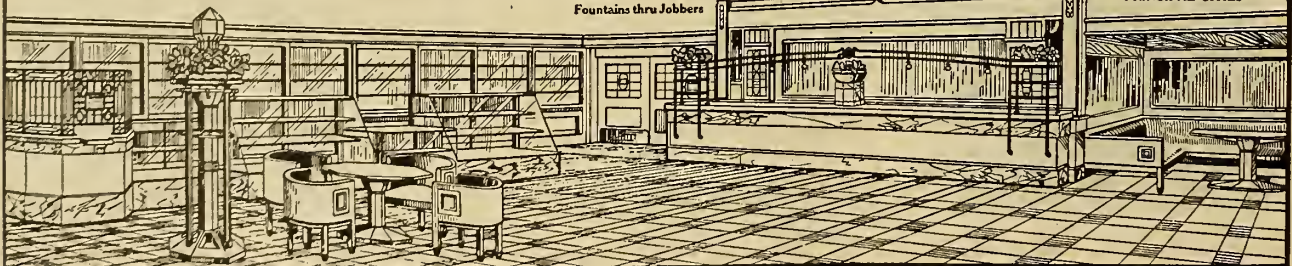
STORE FURNISHINGS

Reflect Quality—Refinement—Individuality. We maintain a staff of expert Designers. Our manufacturing facilities are extensive. Our prices most reasonable

WALRUS MANUFACTURING COMPANY
DECATUR, ILLINOIS

Largest Builders and
Distributors of Soda
Fountains thru Jobbers

AGENCIES IN ALL
PRINCIPAL CITIES



Get Your Money's Worth

Every successful merchant must understand how to buy right.

He must know how to get the most desirable goods and the greatest values for the money.

The same is true of the successful display man. He must know how and where to get the best decorations for the money he has to spend. The success of any display depends upon the decorations used and the decorations depend upon where you get them.

Experience has taught thousands of leading display men that Botanical Decorations are the best to buy regardless of whether much or little money is to be spent. If you have a small amount to spend and want to make a big showing, we have inexpensive flowers and other decorations from our own big factory, that are positively the best values that can be produced in domestic goods.

We have a large, modern factory operated by clever designers and experienced workers who can turn out anything in the line of floral decorations at lower prices than other dealers charge for cheap, flimsy goods.

If you want a lot of flowers for the money, you will find our values the best

If you want fewer flowers of higher quality

We have the finest line in America to select from. We have the products of world's best makers and we distribute such large quantities that our prices are lower than those generally charged for ordinary goods.

Let us prove it

Paper Wisteria and Foliage

\$8.50 Per Gr.

Paper Wisteria without Foliage, any color

\$4.00 Per Gr.



Lilac Bouquet and Vase,
any color. . . **\$1.75 Each**
Same without Vase
\$1.50 Each

Our line of Spring decorations is the best we have ever shown. It comprises all of the old favorites and many new specialties you will like. Send for our catalog.

If you want flowers of any kind — write us

Before ordering, drop us a line stating what you want. No matter what your needs may be we can save you money or give you better quality. If we cannot prove this we will not ask for your business.

Let us prove it



Almond Blossom Spray
\$1.75 Per Dozen

Even our most inexpensive lines carry the Botanical guarantee of satisfaction

The Botanical Decorating Co., 504 S. Fifth Ave. CHICAGO



TWO VIEWS OF A STORE EQUIPPED WITH WELCH-WILMARTH INTERCHANGEABLE UNITS

What Is the Biggest Asset of Your Store?

Your service? Your stock? Your advertising? Your location?
Your store fixtures and front?

Because—well, listen: The following is from a middle-west merchant (name and location on file at our offices):

“In 1913 we invested \$3,500 in new Welch-Wilmarth System store fixtures. In 1914 we curtailed our advertising and clerk hire just exactly this sum (\$3,500). 1914 was not a very good year in our town, yet we netted twenty per cent more profit in 1914 than in 1913.”

That is to say, *every dollar spent for this Welch-Wilmarth System equipment was worth one dollar and a half spent in advertising or in extra stock.* Think that over.

Our Designing Departments will give you the benefit of the cumulative experience of hundreds of stores in your class, and without obligations on your part. And the time to plan for possible summer and fall improvements is right now.

Wilmarth Showcase Co.

1524 Jefferson Ave.

Welch Mfg. Co.

7 Lyons Street

Grand Rapids, Michigan

(Wardrobes licensed under Smith Patents)

New York—20 West 30th St.
Chicago—233 W. Jackson
Des Moines—Shops Bldg.

San Francisco—515 Market St.
St. Louis—1118 Washington Ave.

Minneapolis—27 N. Fourth St.
Pittsburgh—406 House Bldg.
Boston—21 Columbia St.

Made In Grand Rapids

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XXXVI
NUMBER 3

MARCH 1915

Single Copies
Twenty-Five Cent

COUPON GOODS DENOUNCED

**RETAIL DRY GOODS' ASSOCIATION TAKES A FIRM STAND
AGAINST A NEW FORM OF THE OLD TRADING STAMP
WHICH IS BEING WIDELY EXPLOITED—OLD
BATTLE TO BE FOUGHT OVER**

ONCE MORE the old trading stamp scheme has appeared in a new guise and already a considerable footing has been secured. It is different from the old trading stamp plan in several important particulars one of which is that the retailer is not questioned as to whether or not he cares to handle the coupons. In fact, many merchants are now issuing the premium coupons to their customers unknowingly, as they are enclosed with various brands of merchandise carried by most stores. In its inception the plan seems innocent enough but one requires no great gift to prophesy the position the retailer would be in if the scheme were allowed to attain the full swing that trading stamps had a few years ago. That Will-o'-the-wisp "something for nothing" is so firmly implanted in most people that but little encouragement is required to start any sort of stamp or coupon craze that is in the least plausible.

The Retail Dry Goods Association of New York City, which is made up of the leading department stores has taken a firm stand, as announced in the New York Times, against the practice of certain manufacturers of packing so called profit sharing coupons in their merchandise. There is a strong disposition among the members of the association either to refuse to handle the merchandise in which these coupons are packed or to discourage the sale of these goods.

Many of the merchants have already found ways of meeting the evil. In some cases they have ordered the coupons removed from the merchandise after it has been delivered, and then demanded their

redemption. Other merchants have insisted on having their goods put up without coupons and then demanded extra discounts to the value of the coupons. Still other merchants refuse to place on sale any goods containing the coupons. In many instances the retailers have been successful in obtaining these concessions.

It is reported that various firms are now considering the advantages of these coupons, and it is hoped by members of the association that a general objection, if made known, will prevent their adoption. Recently a committee of leading merchants, members of the association, considered carefully the "profit-sharing" coupon question and made this report:

REPORT OF INVESTIGATING COMMITTEE

"That they (the members of the committee) believe the custom to be detrimental to the interests of the retailer, for the following reasons, among others: To the extent of the cost of all the coupons purchased, it adds to the cost without adding to the value of the merchandise; it injects a new interest (the coupon company) between the manufacturer and the consumer, which draws a profit out of the transaction to which it does not contribute; it creates a competition between articles of the same sort, artificially stimulating the sale of goods which it may not be advantageous to encourage.

"If the use of these coupons becomes general, it will be imposing a tax on business. It is, therefore, recommended that the use of this device be discouraged by every legitimate means and that manufacturers be advised that retailers object to these coupons or any extension of their use."

Apropos of the same trade practice, a letter was sent to the members of the National Retail Dry Goods Association saying that the association had received a great many letters from members regarding the disadvantages to the public, as well as to merchants themselves, of so-called "profit-sharing" coupons given by manufacturers in merchandise sold over the counter. The letter goes on to say that the board of directors of the association be-

believes that the giving of coupons by manufacturers is detrimental to the interests of the retailer, the manufacturer, and the consumer for reasons similar to those mentioned above.

In addition to this the letter of the National association says that discussion of the matter of so-called "profit-sharing" coupons, by whatever name called, has disclosed a general opposition to their use by manufacturers and a disposition on the part of members either to refuse to handle or discourage the sale of goods using them, and it outlines means whereby many of the merchants have found it possible to meet the evil.

OPPOSED BY NATIONAL ASSOCIATION

The opposition to the packing of coupons in merchandise, either for distribution to the consumer or the sales person, has been of long standing on the part of the National Retail Dry Goods Association. About three years ago this association took up the fight against the packing of coupons with dress shields as presents to the sales persons for pushing the sale of the merchandise with which the coupons were distributed. In July, 1912, the leading dress shield makers of the country, banded into a national organization, decided to discontinue their use. Since that time the dry goods association has received no formal complaints of the violation of this agree-

ment by manufacturers of dress shields. The campaign against these coupons was taken up at the request of certain Connecticut retailers, and received the approbation of the leading local merchants.

Under date of December 11, 1912, a letter was sent to members of the National association regarding the giving of coupons by manufacturers. An extract from this letter is:

"The giving of premiums in any form tends to discourage the selling of goods on their merits. These premiums increase the cost of the merchandise, as their ultimate price must include the cost of printing and packing the coupons, the money represented by their face value, and the handsome profits which the coupon companies make for themselves. The retailer, therefore, is placed in a position of offering to his customers inducements which, while apparently profitable to them, are not so. The manufacturing concern which first uses these premiums secures a temporary advantage over its competitors which forces those competitors to resort to the use of premiums themselves. The net result is that trade returns to its former channels and the companies promoting the use of coupons make a handsome profit for themselves and thereby increase the cost of merchandise without increasing its value.

"That cannot be considered a legitimate form of advertising which advertises not the merits of the merchandise offered, but the value of the premiums which are secured by its purchase."

Formal complaints against coupons have been received by the National association from merchants and business organizations in various cities



Plate No. 9116. A Bridal Display by Carl L. Greer for the Hudson's Bay Co., Calgary, Can.

This pleasing bridal setting was installed by Mr. Greer last season. The details are so simple and so apparent in the picture that little additional explanation is necessary. Along

the entire background of this large window was a bank of palms and ferns. In the middle was a large urn decorated in relief. A rich oriental rug was used over the carpet.

throughout the country. A definite stand against the practice is taken by the Chamber of Commerce of Harrisburg, Pa., and Buffalo, N. Y. merchants have expressed their intention of refusing to handle coupon merchandise. The Associated Retailers of St. Louis have also come out strongly against the coupons in question.

COMPETING WITH THEMSELVES

One of the strangest things brought out by the study of the coupon system is that the catalogue showing what can be obtained in return for the coupons in the way of premiums names certain standard articles carried by department stores, the giving away of which as premiums would naturally tend to lessen their sale over the retail counter. Because of this, it is contended that the retailer who sells coupon merchandise and lets the coupons get into the hands of his customers is actually diverting the sale of the standard premiums listed away from himself.

Many of the letters received show that the manufacturers who are now using coupons do not view them with favor and are planning to discontinue them.

Thus goes on the merry war of merchandising. Through hard work, advertising, good goods and good service combined with fair prices, the retailer gathers around him a clientele of patrons who are warranted in believing he gives them all they can reasonably demand for their money. Having won these customers through straightforward methods and full values, it is hardly to be wondered that the retailer resents the wedging in of a third party with the evident intention of sharing his profits.



Plate No. 9118. A Float designed by Geo. J. Reeder for Last and Thomas, Ogden City, Utah.

This picture shows a float designed and built for the fashion show parade last fall. The frame was made of composition board covered roughly with plaster of paris and then given a stucco effect with a trowel. The high lights were gilded with bronze paint. There were 106 electric lamps on each side, making a border of electricity. The extreme edges were covered with pink chrysanthemums, as were also the wheels. The inside was lined with pink crepe paper cut in strips, hanging down 4 inches. Letters were cut from 8-ply cardboard and the latest fashion plates pasted thereon. Gold flitter was applied to all parts of each letter not covered by the fashion plate. On the motor were two white doves, from which pink baby-ribbon streamers led to the dolls above. This float was awarded first prize by the judges, but owing to the fact that Mr. J. H. Thomas was the chairman of the parade, he refused to accept the award.

Every retailer, whether he sells dry goods or not should co-operate heartily with the various retail dry goods associations to check the trading stamp game, no matter by what name it may be called.



Plate No. 9117. Display of Kimonos by S. M. Moses for Lipman, Wolfe & Co., Portland, Ore.

This was a display of imported Japanese kimonos and jackets. The large panels in the permanent background were filled with a handsome wall-paper design of Japanese character. It was made up of birds and flowers in gold and

dainty colors. The pillars were covered with buffed Japanese silk, and at the top of each was a lavender shade covered with flowers and illuminated from the inside. Gray felt was used as a floor covering. This is a corner window.



Plate No. 9119. A Display of Cotton Voiles by Robert Driscoll for Wm. Whiteley, London, England.

The effect of this display has been considerably lessened by placing signs on the figures and centerpiece. These large signs were not part of the original scheme, but put in upon special request on the part of the buyer for this department. The background represented a view of Naples, with a stairway in the foreground leading to the park below. The centerpiece was a fountain constructed of hoops and pedestals of various sizes and heights. These were neatly draped with voiles of various patterns. Long strains of seaweed and strings of beads drooping over the edge gave quite a soft waterlike effect. The figures were draped with the voiles.

The hats also were draped by Mr. Driscoll in suitable designs to go with the dresses. The sunshade in the foreground also was draped with a voile of suitable design. The descriptive tickets are plain enough to be read. The arch was built on framework and covered with black velvet and white letters placed thereon. Trails of cerise and pink roses helped to heighten the effect. This was the middle window of a series of three, the other two being dressed in a similar manner but without a background. This display was successful in carrying off a prize of £100 in an open competition conducted by the Calico Printers' Association of Manchester.



Plate No. 9120. A Bridal Display by Geo. Fish for D. J. Stewart & Co., Rockford, Ill.

The season is now drawing near for bridal displays and here is a pleasing example. The background was decorated profusely with delicately colored flowers of various kinds and ferns. The petals of flowers were also scattered about

over the floor. The bride and her procession were all dressed in perfect keeping and the scene was quite lifelike. Various dress accessories were shown on plateaux at either end of the window and on the floor.



Plate No. 9121. Display of Lamps by John R. Patton for L. S. Ayres & Co., Indianapolis, Ind.

The tone of this window was distinctly Japanese, all of the decorations being in that character. The bamboo structure across the top was made of cane fishing poles, which

were ornamented by an unconventional drape. Below this were rich velour curtains and a piece of handsome Japanese embroidery.



Plate No. 9122. A Gold Setting by John R. Patton for L. S. Ayres & Co., Indianapolis, Ind.

This is a handsome and tasty setting which was installed for a fall display but which could readily be converted into a spring window by making a few changes. The framework was in sawed surface selected hemlock of good graining qualities gilded. There were two ornamental columns at the back. The tops of these columns were sawed out in unique designs which brought out a very pleasing

effect. From the top of each column was suspended a drop lamp, the shade of which was covered with flowers and ferns. Each of the series was carried out in a different color scheme with the exception of the backgrounds, which were all in gold. Each window had a different floor and panels of velour corresponding with the merchandise shown. This made a desirable contrast.

HOUSEFURNISHINGS

A LINE OF MERCHANDISE THAT MOST DECORATORS DO NOT TAKE MUCH INTEREST IN SHOWING—SOME POINTERS ABOUT DISPLAYING DRAPERIES, WALL AND FLOOR COVERINGS

A. W. Lindblom

With the New England, Minneapolis

THERE ARE SOME LINES of merchandise that the average department store display man unconsciously slights when he is called upon to put them in the show window. Nearly every display man has some one of the many lines he handles, that when a window display has to be made, he takes less pains with than he would with more favored merchandise. This is not due to any lack of interest or from an inclination to slight his work, but because he has a feeling that with the line in question there is very little that can be done in the matter of artistic handling. Some feel this way about hardware while with others it may be groceries, shoes or any one of a number of other lines. While it is only natural that the display man should have his favorite lines, there is nothing carried by a department store that cannot be displayed attractively in the show window if the display man will study out the possibilities.

Carpets, rugs and similar housefurnishings are regarded by some display men as lacking in the elements that are necessary to artistic display. It is true that carpets and rugs by themselves limit the display man to more or less perfunctory arrangements and do not offer the same opportunity offered by many other lines. Nevertheless it must be remembered that carpets, rugs, furniture, etc. constitute a highly important part of the big department store's business and for this reason they should be given careful study in order that they may be

shown to the best possible advantage in the windows as well as in the store.

In every city there are always hundreds—perhaps thousands of homes in which new carpets or rugs are needed and which will be bought sooner or later. For instance, Minneapolis and St. Paul have a combined population considerably in excess of half a million to say nothing of the many additional thousands who live within a short radius and visit the Twin Cities with more or less regularity



RUG AND DRAPERIES.

on buying trips. Let us assume that there are 100,000 homes within the buying district. In how many of these homes this morning, do you suppose, the housewife is saying to herself something like this:

"That old dining-room rug is certainly beginning to look pretty seedy. It's lasted a long while but we'll have to be getting another one before long—still, it's got a little more wear left in it and I guess we can wait a while before getting another."

In fully one-fourth of the homes the housewife is thinking something like that concerning a carpet or rug or draperies in one of her rooms or another. Every one of these housewives is a possible customer who will buy that rug or carpet just as



A DISPLAY OF CARPETS WITH WALL PAPERS AND DRAPERIES TO HARMONIZE.



TWO RUGS AND DRAPERIES SHOWN WITH DRAPERIES—CHAIR AND VASE USED AS DIVIDER.

soon as she happens to see something that suits her exactly, at the price she wants to pay. Her frugal idea that the old rug is good for a little more wear will influence her to postpone a deliberate visit to the rug department, so her attention must be caught by a window display. That is the reason why the



A ROOM EFFECT.

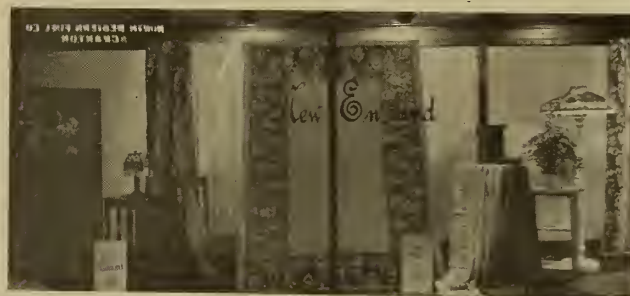
display man should make a special effort to show his carpets and rugs attractively.

In the opinion of the writer, the best way to bring out the attractive qualities of rugs, carpets and draperies in the show window is provide a setting that will suggest a room in a house and show them in connection with related merchandise such as they would naturally appear with in the home. Tables, chairs or other appropriate pieces of furniture serve to break the monotony and add to the interest. There should also be some purely decorative feature such as a vase or jardiniere filled with flowers, an ornamental lamp or a statuette upon a pedestal—something light and graceful to neutralize in a measure the somewhat heavy effect floor coverings and furniture are apt to have when shown by themselves.

Some decorators make a practice of covering the background of the window with wall paper in car-

pet and rug displays but the writer does not consider this advisable in windows where several patterns are to be shown, unless the wall paper is altogether neutral in color. Any fancy pattern is likely to clash with the pattern or coloring of one or more of the rugs. Where only one pattern of carpet or rug is to be shown in connection with draperies, etc., a harmonizing design in wall paper can be used to advantage. In such a case, a picture or two on the background will sometimes help the general effect although pictures are not advisable with all rug displays. As a general rule, lattice work, columns or any other such effects in connection with the background will hurt rather than help a rug or carpet display. This, however, does not apply to displays of porch rugs which are generally shown with summer furniture in a semi-outdoor effect.

In most department stores having plenty of windows, one or two are usually set aside for the displays from the carpet, rug or furniture department, although they may not be used at all times for that



FURNITURE HELPS THIS EFFECT.

purpose. Such windows can be handled to advantage by boxing them in at top, back and ends to give a general impression of a room. Wall board can be used for this purpose. The walls may be paneled or not according to the taste of the display man but they should be finished in some neutral color of a medium tone. It will add to the ef-

feet if an electrical connection can be made in the middle of the ceiling for a hanging lamp which can be changed from time to time. If there are two windows that can be treated in this way, it will be a good plan to finish one in a rather light tone so that it can be used for showing bedroom rugs, draperies, furniture, etc. The other can be done in a darker tone making it an appropriate setting for library and dining-room furnishings.

Unless it is for a special sale at unusually low prices, rugs and carpets should be given plenty of room, allowing each design to stand out by itself.



RUG AND DRAPERIES TO MATCH.

In this connection it may be stated that many windows of rugs or carpets are practically spoiled through the carelessness of the display man in placing in close juxtaposition patterns in which the colors clash to such an extent that one kills the other. Some rugs can be placed side by side with advantage to both but with others the opposite is true.

Oriental rugs generally are shown in an entirely different manner from the more inexpensive domestic grades. They require a rich, dark background and as accessories, oriental bronzes or potteries are the most appropriate. A good natural hardwood background cannot be improved upon for this class of rugs. The larger ones can be suspended from high on the background sweeping out onto the floor toward the front. The smaller ones are gen-

erally shown on the floor with one end spread out to show the pattern and the rest bunched up at the back to economize space. There is no use spreading them out flat as a card can be used to indicate the size.

Recently American manufacturers have been making rugs to match designs and color schemes of cretonnes and other draperies. This gives the display man an opportunity to work out some unusually attractive units in combination with lace curtains, furniture, etc. Such units should be separated in some way to make each one distinct. A piece of furniture draped with some neutral material will generally answer the purpose of a divider or a regular window divider may be used. An ornamental lamp on a pedestal will do as well.

In the illustrations that are reproduced in connection with this article are shown a number of different ways of grouping this class of merchandise. As it was considered desirable to show the whole pattern and the rugs were not large, they were suspended from near the top of the background. Each rug was accompanied by draperies and curtains to harmonize and the entire color scheme was watched carefully to keep discordant colors separated.

In conclusion, it will bear repeating that every display man who has to show this class of merchandise should make a careful study of the display of rugs, carpets, draperies, etc. In this line there lie as great possibilities for artistic effect as there do in the art of interior decoration and that is saying a good deal. In a department store, the display man has a wealth of material to draw from and good window display is largely a matter of getting the right things together and keeping the wrong things apart. The carpet and draperies department should be a highly profitable one and it will be if it is given adequate representation in the show windows and the display man makes the most of his opportunities.



Plate No. 9123. A Notable Display of Gloves by S. M. Moses for Lipman, Wolfe & Co., Portland, Ore.

This photograph was taken in three sections, as three large units are shown. The posts have been eliminated to a certain extent in the picture. A permanent background was finished in white with panels of gold paper. While the details of this display are self-explanatory, it may be worth while to add a few remarks. No attempt was made at color scheme, as the intention was only to make a comprehensive showing of styles and colors, introducing as many as possible.

Each lot bore a price and description. To make this very large display, as many full boxes and full packages were used as could be spared from stock. In each case the boxes were opened and loosened up enough to take away the warehouse look. Altogether, about 300 dozen gloves were used in the three windows. The combined length of this display is about 54 feet by 6 feet deep. It required nearly fifteen hours to complete these displays.



THREE OUTSIDE CASES UTILIZE WASTE SPACE IN FRONT OF THE MUNKER STORE.

Outside Show Cases

IF IT WERE ONLY POSSIBLE for the merchant to capture the interest of half the people who pass his store daily, retailing would be a very soft snap, for if one can just get the passer-by interested in a display of merchandise that may be in the window there is a first-class chance that he may be brought inside the store to buy. That is the trouble—getting the interest. Naturally every merchant does the best he can with his show windows but the main trouble with most stores is that they haven't enough show windows. It is safe to say that there is not a merchant in existence who would not be mighty glad to have twice as many windows as he has. That however is impossible in most cases.

In the average store the show windows are made to give the greatest possible amount of frontage on the street, so it is impossible to add to their number or size. There is one way, however, by which many stores can add to their display space on the street and that is through the use of outside display cases. If he has a place where he can put it, an outside show case is about the best investment a merchant can make and one which will quickly return in additional profits the amount of money invested. Outside cases are built in a remarkable variety of sizes and shapes to meet all sorts of requirements in the matter of space. Some of them are as large as a good sized show window and from this they run down to diminutive glass boxes a few inches wide and two or three feet high that are placed on narrow posts. And all of them sell goods according to their varying sizes and locations.

In the accompanying illustration are shown a

number of outside cases used by the Munker store in Steubenville, O. This is a poor picture but it shows how waste space around posts or at the side of the building can be converted into supplementary show window. If there is any virtue in window display, and it would be a very foolish merchant who would dispute this, the outside case is of practically the same selling value in comparison with its size. The store that has a vacant space on a good street where an outside case might be placed is losing sales that easily might be made.



Plate No. 9124. A Spring Setting by John W. Young for the Inter-State Merc. Co., Winona, Minn.

Here is shown a spring setting that can be reproduced without difficulty and which might be used as shown in the picture as a complete background or could be used at one end of a large window. The pergola was made with four large round columns with white cross pieces at the top. It was decorated with spring vines and foliage. In the floor was placed a representation of a marble tank, which was filled with water-lilies and ferns.

DRAWING FOR THE DISPLAY MAN

SOME PRATICAL POINTS COVERING THE ELEMENTARY PRINCIPLES OF SKETCHING THAT EVERY DISPLAY MAN SHOULD KNOW—RULES THAT MUST BE FOLLOWED TO GET RESULTS

William E. Barber

EDITOR'S NOTE:—This is the first of a series of articles intended to instruct the display man in the general principles of drawing in its various branches. In preparing these articles, it has been the purpose of the writer to make them direct and practical, eliminating theories and presenting the governing principles of draftsmanship as simply as possible. There is so much that might be said on any one of the innumerable phases of composition and drawing, that it has been necessary to touch, as briefly as may be consistent with thoroughness, upon the more important phases of the subject.

TO THE DISPLAY MAN whose daily work lies in designing and composing window settings, there is no knowledge that can be of greater practical assistance than that of the art of drawing in its various branches. Yet the average display man has not even the faintest idea of the most elementary principles of drawing. Following as they do an important branch of art work, it is indeed astonishing that so few display men understand anything whatever about draftsmanship which is the foundation of all art. Every designer of backgrounds must of necessity do more or less drawing—he has to draw at one time or another but when he takes a pencil in hand his efforts are almost incredibly crude, and the results of his efforts altogether unintelligible to anyone except himself. Naturally this is not intended to apply to all display

men, for there are some who are clever artists who could easily make a living with pencil or brush if they cared to. The average display man, however, knows as little about drawing as the proverbial cow knows about side pockets. And this is all because he has not had the opportunity or has not taken the trouble to learn to apply a few simple rules. It is true that there are some who apparently can not learn to draw. These are very few. Nine out of ten can easily learn to draw sufficiently well to answer the requirements of the window display man.

Whatever time and effort may be spent by the display man in learning to make passable drawings will prove an excellent investment, for the more he knows about it the more often he will find occasion to use this knowledge. In the designing of a background, for an instance, it is necessary for the display man to have an accurate idea of what he is going to do before he starts to work. It is true that he has in mind a picture of what the completed design is to look like, but mind pictures are altogether undependable. The display man who works from mind pictures says to himself, "I'll put up a pilaster at each end and two in the middle. Then I'll put up a pergola effect over the two middle pilasters and connect the ends with some sort of a frieze with some sort of decoration on it. Then I'll add a couple of flower boxes and maybe a flower stand or a fancy pedestal and it will be done."

But when he gets all of these things together he finds the result is not what he expected. Something

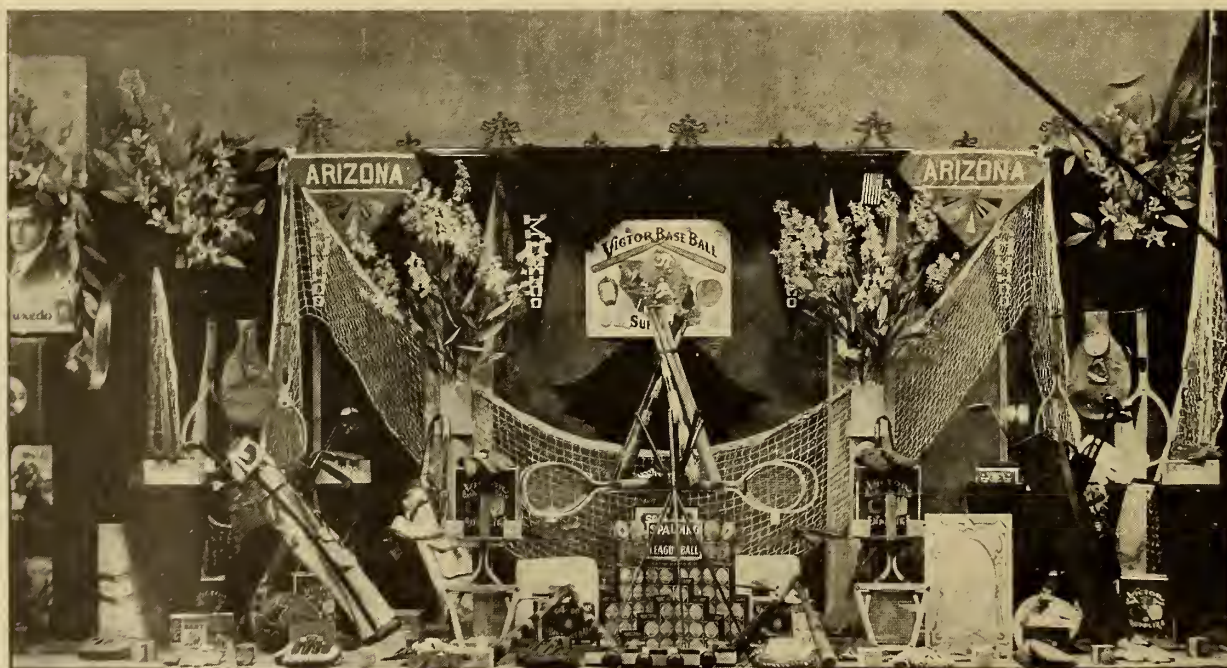


Plate No. 9125. A Spring Display of Sporting Goods by Tom Allan for Phelps Dodge Merc. Co., Douglas, Ariz.

Here is a highly attractive spring showing of all sorts of outdoor sporting goods. The principal flowers used were

hyacinths. The other details are evident. This window resulted in large sales.



Plate No. 9126. A Fishing Tackle Display by Ward Yost for the Penn Traffic Co., Johnstown, Pa.

This is a fishing tackle window that is quite out of the ordinary. It was a most satisfactory display and a considerable variety of tackle was shown, although it was arranged in such a manner that there was no suggestion of crowding. The framework was painted a cream color, with gold relief decorations at the tops of the columns. The scene in the

middle was in bluish tones and was considerably stronger than appears in the photograph. The floor was covered with cream felt. Two half flower boxes were suspended from the background on either side of the middle. The fixtures used were covered with myrtle silk green velour. This made a most satisfactory setting.

has been overlooked that cannot now be changed and the setting is a disappointment. How much better it would have been if he had been able to work the whole thing out in a scale drawing on paper and then wash in a general color scheme which would have shown just how the finished design would appear. If there were any mistakes in the design they would have shown up in the drawing and alterations could have been made. It is very seldom indeed that a drawing is made of a window setting in which it is not possible to make marked improvements when the artist sees the completed sketch before him. Such improvements, however, are impossible in mind pictures, as the mistakes appear only after the construction has taken actual form.

SKETCHES PREVENT KICKS

Then, too, it's a mighty fine thing to be able to go to the Boss with a finished drawing showing in detail just how a proposed setting will appear in the window. It gives him a chance to make criticisms and alterations before any money has been spent, instead of making a strenuous kick after the display is in the window and it is too late to do any good except to relieve his feelings. When the Boss has given his approval to an accurately drawn design he cannot consistently complain later if the setting does not happen to suit him.

All of the beautiful window settings that are so much admired on State street have been carefully drawn out to the smallest detail before beginning work

on them. The drawings are gone over carefully and criticised from every angle. Sometimes such designs are rejected in toto; sometimes radical changes are made and sometimes the changes are slight, but almost invariably there is found some way to improve the original design. Indeed, it is almost as illogical to start to build a window setting without drawings as it would be to put up a house without blue prints. But we believe that every display man realizes the importance of the ability to draw, so we will not discuss this point further.

The class of sketching applied in window designing comes more nearly under the head of architectural draftsmanship than any other branch of drawing. However, to understand architectural drawing, the student must first understand the fundamental principles of pictorial representation, so we will start at the beginning.

MASSES AND OUTLINES

There are two general methods of expression—by masses or by outline. In turn, drawing in masses may be subdivided into expression by means of color masses and by means of light and dark tones of neutral value. Practically all we shall have to do within these articles will be with outline drawings, but as all three are related in a measure it may be well to explain their connection.

To begin with, we will start our lesson with the somewhat paradoxical statement that one of the greatest mistakes of the beginner at drawing is to try to

depict things as his mind tells him they actually are rather than as his eye sees them. For example, he knows that the windows of a house are all the same size; that the roof-peak, eaves, window sills and foundation are all in horizontal lines, so he draws them that way, no matter from what angle he may be looking. Unless he is standing directly in front of the middle of the house his drawing will be all wrong. The reason for this will be explained further along under the heading of "Perspective." To be intelligent to the eye, drawings must be made to represent objects as the eye actually sees them, and the eye



FIG. 1—SHOWING OBJECTS RECOGNIZED BY MASSES.

seldom sees an object as it really is. This is due to light and shade, distance, the position of the object in relation to the eye and various other outside influences.

MASSES MAKE FIRST IMPRESSION.

The first impression of any object such as a man, a house, a tree, etc., is as a mass which we identify by its shape rather than by its color. For example, in Fig. 1 we have a late twilight scene in which there is no color and very little detail, yet we have no trouble in recognizing a man standing amid a group of trees. In the distance are other trees that are still less distinct yet we recognize them also as trees.

In Fig. 2 is a foggy view that is still less distinct than Fig. 1, yet the shapes of the various objects all carry intelligence to the mind. We recognize trees in the middle foreground and a bridge in the distance. We receive our first impressions from the shape or outline of a mass and color and detail are secondary. Hence, the beginning of the study of drawing should be made with the characteristic forms in which various masses are outlined. After form there are various other conditions to study, such as values of different colors, light and shade, perspective, texture, etc. Each

of these is important in itself but subordinate to form.

We have gone to considerable length in the consideration of form, for the reason that most un-instructed amateur artists give form a secondary place and attach too much importance to detail. Detail is highly important in drawing for the display man, but we must creep before we learn to walk, so let us do one thing at a time—let us begin by practicing the drawing of the simplest forms we can find. Draw anything—a brick, a hat, a cup and saucer—take anything having a simple shape and draw it as you actually see it. Take a soft black pencil and almost any kind of rough white paper. Do not use a ruler but draw with a free hand.

DO NOT COPY.

We have purposely omitted pictures of objects suitable for the beginner to practice upon, for the reason that if we had he would simply have copied them, thereby learning nothing. We can think of nothing that is a greater waste of time than copying pictures—no matter how well one may do it, it is still an altogether useless occupation so far as learn-

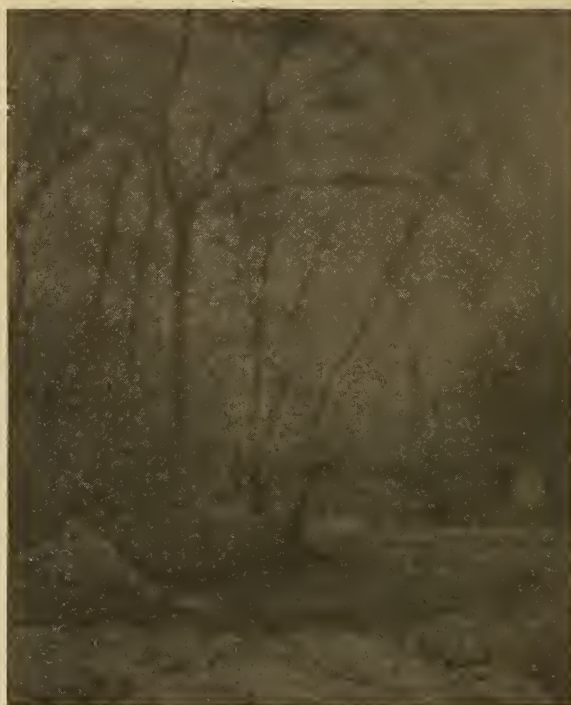


FIG. 2—A FOGGY LANDSCAPE IN MASSES.

ing to draw is concerned. The copyist simply puts down lines because he sees them in the original—he does not know why they are there or what they mean. In order to be able to draw one must work from the object itself. He must learn why each line is made. This can only be accomplished by practice—by making mistakes and correcting them and thus gradually learning the few simple rules that must be followed.

This chapter has been quite general in character, as it was only intended to serve as an introduction. In the following chapter we get down to real work with pencil and paper.

A Bridal Drape

MOST DISPLAY MEN with a knack for draping confine their efforts to the simpler effects that are easily and quickly made. The enthusiast, however goes much farther and produces much more elaborate effects. There are not many who would attempt to drape from uncut goods a complete bridal procession including the gown and complete outfit for the bride as well as for the bridesmaids. That is what was done by R. L. Paxton, display man for W. C. Stripling, Fort Worth, Texas. And he did it so well that none but the initiated could tell that the gowns were not the work of an expert dressmaker instead of a window dresser.

The accompanying illustration shows the bride in all her regalia. In making this wedding gown,



BRIDAL DRAPE BY R. L. PAXTON.

Mr. Paxton used as much originality as was possible under the limitations of uncut and undamaged goods. The body of the wax figure was covered over smoothly with white satin over which the waist was draped from a 12-inch band of lace. The elbow sleeves were made of the same material. The skirt and gridle were draped with white brocaded silk and the same fabric was used to form a long court train which hung from the shoulders under a veil of misty tulle. The veil and boquet were made in the millinery workroom.

In an adjoining window were two bridesmaids draped in a different style with different materials. They, too, were quite complete and in keeping with the bride. All of the materials used in these drapes were returned to stock in their original folds and without being damaged. Indeed, it would have re-

quired a microscopic inspection of the fabrics to discover that they had ever been unfolded.

One of the greatest arts in this class of draping is to handle the goods in such a way that no damage is done them. That is the test of the real draper. There are many who can make remarkable drapes but in doing so the materials are filled with pin-holes and wrinkles which make them unsaleable to a critical customer. Many would-be drapers have lost their position through complaints from customers that they have been sold damaged goods for a cranky customer does not have to find many pin-holes in a piece of expensive goods to send her post haste back to the store with her purchase under her arm.

There is no necessity for damaging goods in making drapes if they are handled as they should be. But if the display man is not fully familiar with this class of work, he should never attempt to handle expensive materials. He should practice upon cheap stuff that cannot be damaged easily until he attains sufficient skill to work with the more delicate fabrics. Here are some simple rules:

Do not attempt with light materials any drape in which a very tight fit makes it necessary to pull and strain the goods. There are some materials that will stand a good deal of stretching and afterwards resume their original shape but most fabrics are permanently damaged by undue stretching. Furthermore, when the goods is stretched too tightly and then pinned, it will pull a large hole wherever a pin has been placed.

Do not make a lot of tight little folds in constructing a drape. These folds after a few days will become so "set" that wrinkles will be formed and these are in some materials extremely hard to get rid of, even with a hot iron. In planning the drape, pick out a fashion that does not require tight folds.

Use no more pins than are positively necessary and when a pin is to be used, manage the arrangement so that it can be placed in the selvage whenever that is possible. Use small pins in preference to big ones. Do not put any considerable weight of goods upon a pin as this will pull a big hole if the goods is flimsy.

Use the utmost care to prevent the materials from becoming soiled. Don't drag them over the floor even if the floor seems clean. Watch the hands carefully as it is altogether easy to pick up a smudge of dust unconsciously and transfer it to light materials.

These admonitions may seem unnecessary but practical experience has proved that that is not the case. Many a piece of expensive goods has been spoiled by the carelessness of the draper and almost invariably he has had to suffer for it. Care in handling the materials is one of the first essentials of draping piece goods.

YOUR SHOW WINDOW

DOES ITS MESSAGE GET THROUGH TO THE PUBLIC?—DIFFERENT KINDS OF MERCHANDISE NEED DIFFERENT KINDS OF SETTINGS—SUGGESTIONS AS TO DISPLAYS OF MILLINERY

J. C. Bodine

EDITOR'S NOTE.—This is the second of a series of articles by J. C. Bodine that will cover in a practical way the designing and building of backgrounds and settings for show windows. The articles will also cover the underlying principles of modern window decoration and display. As a designer of show window settings, Mr. Bodine is in a class of his own. His work for some of the best stores in the United States and Canada during the past few years has attracted much favorable notice not only from merchants and display men, but from the public in general. His articles will have the advantage of being written by a practical designer and workman rather than a theorist. We believe that our readers will find this series of unusual value.

IN PLANNING A WINDOW SETTING there are many things to be considered all of which are more or less important. The most important of them all, however, is the *kind* of merchandise that is to be displayed in the window. One of the commonest errors made by display men in general is to assume

this sort, but it is not likely to prove so suitable to the showing of men's wear which requires a somewhat less fanciful treatment that will be more in keeping with the masculine character of the goods shown. And so it is with other lines—each requires a setting in harmony with the physical characteristics of the merchandise to be displayed. In the following talk on millinery show windows, the writer has endeavored to give a clear and precise idea of a proper setting for this sort of goods and one of which the initial cost will be found so moderate that the average merchant will welcome the suggestions given.

To begin with, the average millinery show window has been perhaps the most sadly neglected of all, considering the great need of proper display in this line of merchandise that is in itself so full of artistic merit. The new spring hat is the finishing touch of the new season's costume that has just been purchased. It is in the opinion of the average woman a most important purchase and one that will not be made until a good deal of looking around has been done. In the course of this window shopping, before the final selection is made, it is more than likely that



SKETCH NO. 1—BACKGROUND AND FLOOR FOR MILLINERY WINDOW.

that a setting that will do for one class of merchandise, will prove equally effective when adapted to a different line. This is quite commonly illustrated in large stores having a dozen or more windows which, on the occasion of an opening, are all decorated identically although entirely different kinds of merchandise are to be shown in them. In the majority of such cases the setting is planned and colored to serve as a background for women's gowns which for spring are usually more or less filmy and brightly colored. The fancy background is appropriate enough for gowns of

several hats that are really good looking and any of which would admirably suit the taste and requirements of the window shopper, will be passed by unnoticed because they have not been displayed properly in the window. The proper background would have sold any of the hats in question as the correct coloring and lines of the millinery would have been made to stand out so insistently that the observer could not miss these fine points of design.

There are other excellent reasons why the store handling millinery should take special pains to show

its hats as they should be shown. In the first place, there is a good profit in millinery, and in the second place, probably more women's hats are sold from the show window than any other line of merchandise. The average woman is habitually and perpetually in need of a new hat. However, this need is seldom allowed to become so urgent that she will go into a store to pick one out. Nevertheless, she has a sharp eye for millinery windows and if, in one of them, is discovered a hat that just suits her, the sale is as good as made. Every woman who can afford to buy

or some similar material. If it is a case of lace curtains, these are devoid of color and the woven-in design conflicts with the lines or plumage of the merchandise. On the other hand, if the low rod is used it forms a horizontal line that is just low enough to cut the display in two. These treatments are numerous and are a distinct loss to the merchant, for the reason that they do not do his merchandise justice.

The setting shown in No. 1 has been designed to overcome these bad features. This design is planned to be about 4 feet in height, which will allow plenty



A PANELED MILLINERY BACKGROUND THAT CAN BE MADE TO FIT ANY WINDOW.

a hat is constantly in the market for one and she will buy it if she is shown one that suits her taste and her pocket book. This being the case, it seems a short sighted policy for the milliner not to make the most of this almost universal feminine trait by displaying millinery as alluringly as may be done at any reasonable expense.

There are so many colorings used in millinery that it is best to have the background light and neutral in tone and constructed so that it forms a frame that surrounds the art of the milliner. We will use Sketch No. 1 as an example. This background or setting is to be built in sections much on the order of a folding screen. It may be spread out in a straight line or with the two end panels turned toward the front as shown in the drawing.

The average millinery store does not have a built-in show window owing to the fact that as much daylight as possible is needed inside the store. Of course, there is a platform for the display, and in many cases, back of this is a pair of lace curtains or a brass rod with some sort of hangings. Sometimes there is a low curtain pole placed two or three feet above the level of the floor with a plain curtain of dark velour

of light to enter the store and will also sufficiently screen the view from the street into the store. If soft, warm grey or cream color is used for the frames and the panels are blended in the same color two or three tones deeper, together with a little simple relief work just touched with gold, the effect will be clean cut and interesting. It will also add one hundred per cent to the good looks of the merchandise. The floor covering, too, helps greatly. This covering can be made in tones to match the background, painted upon a single piece of heavy muslin and made to fit the exact floor space.

Sketch No. 2 is very similar as to the general points of its uses. At the right end are shown two suggestions for hat stands. These are designed to harmonize in color and ornamentation with the background. In both of these sketches the panels are shown ornamented with hand painted sprays of flowers. These are done in light colors suitable to the season for which they are designed. They add greatly to the effectiveness of the panels.

An advantage of designs of the character shown here is their adaptability. They can easily be made to fit any window by adding or taking away panels.



Plates Nos. 9127-8. Part of a Notable Showing Made by Chas. E. Orr for Goldstein-Migel Co., Waco, Tex.

These pictures show the two ends of a very large display of men's and women's evening apparel. It was put in for the fall showing, but will answer the purpose for spring quite as well, with a few changes. Along the background was a large scenic painting and in front of this was a bal-

ustrade having the base and top in onyx effect with white columns between. At the left end was built a small pagoda suspended by four Corinthian columns. This was covered with a mass of foliage. At the opposite end was a gateway also having Corinthian columns at the side.

Other features that recommend them are that they are remarkably easy to handle, require little or no fitting and with reasonable care they will last indefinitely, providing they are well made in the first place. While the panels might be made of canvas at a trifle less cost it is much better to use a first class wall board that will not warp or buckle. If the merchant does not care to go to the expense of getting a new setting each season, one of this sort

can be refinished and decorated with a different design appropriate to the changed season.

Of course, the two designs shown here are only suggestive of almost innumerable other patterns that may be worked up, using the same general principle of the screen. While this type of background is especially suited to the millinery store, it is by no means limited to that line. It would, with alterations as to height, etc., answer for any line of merchandise.



Plate No. 9129. Spring Garden Setting by John W. Young for Inter-State Merc. Co., Winona, Minn.

This pleasing little setting which was used in a rather small window shows a number of good ideas. This window is a rather deep one and the walls were treated to represent brickwork. At the back was a little platform reached by four steps and having an ornamental post and railing. At

the left may be seen a simple pergola effect with two large columns. This piece was decorated with rambler roses. Natural preserved foliage was used mostly in the window and there was also a small apple-tree in a tub. This made a pleasing setting.



Plate No. 9130—An Interior Decoration by Carl Morgenthaler for Newman's, Joplin, Mo.

Here is shown a characteristic spring opening decoration for the interior of a big store. The columns were wrapped heavily with apple branches covered thickly with blossoms and leaves. From the columns, across the aisles, were festooned other intertwined branches of the same sort, making a canopy over the entire floor. About fifty singing

canaries from the Hartz Mountains were placed in small wooden cages and scattered about through the foliage and flowers. This scheme of decoration had the real spring feeling in it and people stopped in the aisles, leaning against showcases, to hear the birds sing. It was in reality a "back to nature" trim.

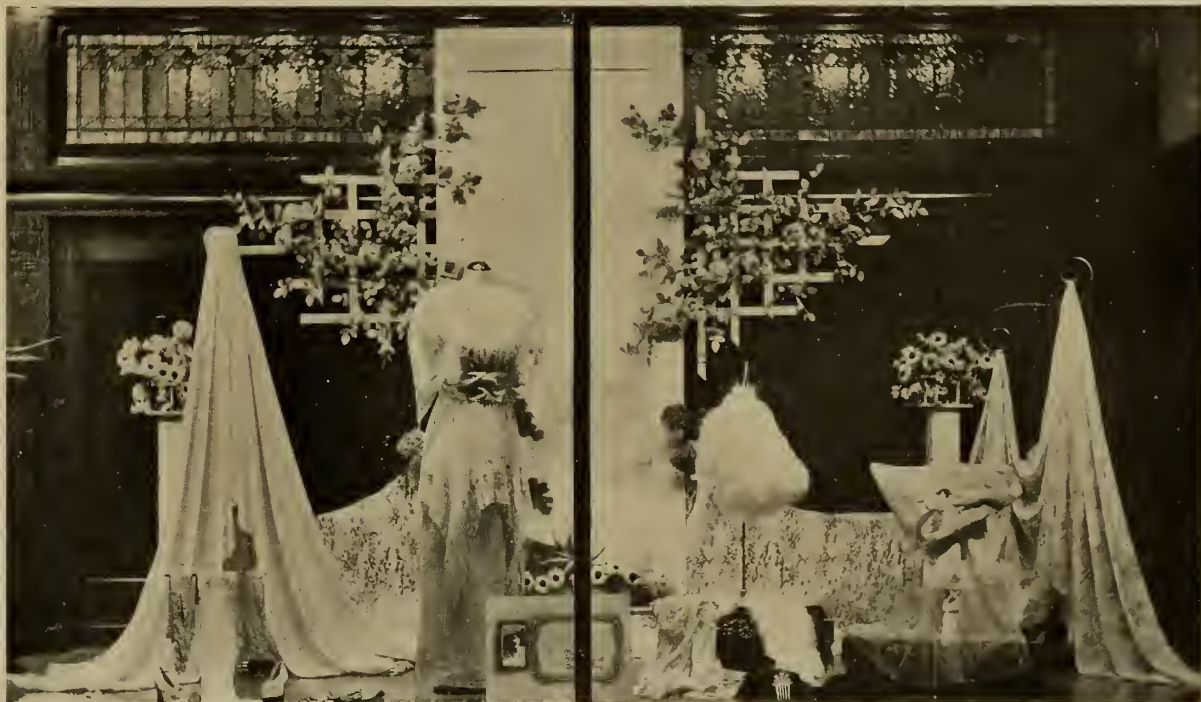


Plate No. 9131—A Spring Setting by Tom Allan for Phelps Dodge Mercantile Co., Douglas, Ariz.

This is a neat and effective setting for a window having a good permanent background. In the middle is a painted panel with a plain frame, from each side of which is built

an irregular lattice effect, upon which large pink roses were used. At either side on a low floor stand was a box of daisies. The merchandise shows itself.

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WINDOW DECORATOR AND ADVERTISING MAN

—ABSORBING—

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*Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

March, 1915

CONTENTS.

Coupon Goods Denounced.....	17
Housefurnishings. A. W. Lindblom.....	22
Drawing for the Display Man.....	26
A Bridal Drape.....	29
Your Show Window. J. C. Bodine.....	30
What is Substitution.....	34
Our Monthly Prize Contest.....	35
Notes From New York. F. F. Purdy.....	36
An Unusual Front.....	41
Travel Coupons.....	44
Four Cent Bread.....	44
Helping the Store to Grow.....	46
Caution as to Lamps.....	48
Orders for Show Cards.....	48
Short Lengths for the Ad Man.....	50
The Optimist. Walt Mason.....	52
I. A. W. T.....	54
Official Headquarters.....	60
For Our Advertisers.....	64

What Is Substitution?

THE CRIME OF SUBSTITUTION—that is an expression we heard a great deal about a few years ago, and now, after a lapse of time, it has bobbed up again. National advertisers, the mediums that carry and make most of their profits from national advertising, the advertising agents who make their living placing it—all are calling the retailer, and he of the department store in particular, all sorts of unkind names because he is so unreasonable as to insist upon conducting his store in his own interests instead of those of the national advertiser. Tut! Tut! Naughty retailer, don't you realize you are conspiring to make a profit for yourself instead of for the national advertiser and those whom he supports? Very bad indeed!

We have no idea of suggesting that the national advertiser should be deprived of even the smallest part of the returns to which he is justly entitled because of his enterprise and the money he has spent in establishing a demand for his product. He is entitled to much and he usually gets it. But he is hardly entitled to assail the retailer's honesty because the latter declines to push nationally advertised goods at a small profit rather than sell other merchandise, scornfully dubbed by the advertiser "just as good," at a much longer profit. The big advertiser's loud voiced contempt for what he calls "just as good" merchandise would serve its purpose better if it were not for the fact that the goods "substituted" actually are, in most cases, just as good. Sometimes they are even better or possibly lower priced.

The average retailer of today is honest. Even if he were not so inherently he would have to deal honestly with his customers if he expected to build up a profitable and lasting business. Furthermore he knows merchandise, not one line but many lines. He has every opportunity to know them for he has to listen to all the complaints that naturally arise from unworthy merchandise. And it would be an incredibly foolish merchant who would drive away profitable customers in order to make a few pennies profit on a few lines by selling unworthy substitutes. The retailer of today has brains enough to realize that the public is an excellent judge of values—he knows that it would be business hari-kari to make a practice of persuading customers to purchase inferior merchandise in preference to advertised lines of better value. Values are what count and no one knows this better than the average retailer. The very foundation of his business is built upon his reputation for value giving.

Conceding to the big advertiser all sincerity of motive, we must assume that it is he who may possibly be in fault as to values, rather than the retailer. Probably he reads his own ads and assumes that his goods are the "best for the price," but

there is no word in any lexicon that is open to more argument than "best," no matter what it may be applied to about which there can be competition. During some years of more or less careful observation we have never come across anything we considered undeniably entitled to the superlative "best." The advertised goods may be better than most but who shall say that their equal is not to be found somewhere? Of course we are only talking about the general lines carried by retailers. Some few things are without competition.

Let us take for example some common line in which there is more or less competition—say hosiery. Big advertisers of men's sox warn the public against "substitutes" for their particular brands, yet anyone who knows anything at all about merchandising understands that there are few large stores selling hosiery, that cannot offer at the same price an unadvertised make that is quite as good value as the widely advertised ones—and at a better profit to the store. Why shouldn't the merchant sell the goods upon which he makes the most money—he is responsible to his customers. When a merchant keeps faith with his customers, as every real merchant is bound to do and does do, he need not worry about accusations of practicing substitution. If he can sell his own merchandise, which is equally good, at a better profit than could be made upon advertised goods, he is not substituting—he is demonstrating his ability as a real salesman. He would be a chump if he did otherwise.

The retailer realizes fully the benefits he receives through the national advertising of the goods he carries in stock—there is no question that it facilitates sales to a great degree and he appreciates this help from the manufacturer. However, retailing as well as manufacturing is conducted with the view of ultimate profits. Anyone will admit that there are retailers who substitute inferior goods knowingly; there are also retailers who burn their stores for the insurance. These, however, are not merchants—they are crooks. We have confidence enough in retailers in general to make us believe that the wholesale charges of "rank substitution" brought against department stores as a class are silly poppycock inspired by a porcine disposition.

✕ ✕

Keeping Up with Rising Costs

THE EXPENSE OF RETAILING has been growing steadily during the past few years and many a merchant has difficulty in making profits keep pace with the advancing cost of doing business. Such merchants will find much to interest them in a new book that has just been issued by A. W. Shaw Co. of Chicago, publishers of "System." The volume of about 200 pages is by Wheeler Sammons of the Editorial Staff of "System" and is called "Keeping Up With Rising Costs." In the

words of the preface, this is the first book of its kind ever published. It brings together cost of doing business figures—heretofore secrets of the trade—from more than one thousand growing concerns. The matter of retail expenditures are gone into in a most thorough manner and systems of accounting and cost keeping used by hundreds of successful stores are explained in detail. Mr. Sammons' answer to the problem is "More Turnovers" and he explains how many merchants have been able to take two profits instead of one. The peculiar value of this volume lies in the fact that it is an intelligent compilation of actual facts rather than a theoretical treatise. We feel safe in saying that any merchant can read it with profit.

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Our Annual Contest

OWING to the great number of photographs entered and because of some difficulty in getting all of the judges together at the same time the judging of our Annual Contest has been somewhat delayed. At last, however, the awards have been made although too late to be announced in this issue. The announcement will appear in the April number.

✕ ✕

THE CUSTOMER is the first consideration and immediate profits are a secondary consideration. Treat the customer so he will come again and keep coming. In many stores, old customers apparently receive preference over new ones and that seems only natural. However, the new customer should be treated in such a manner that he will become an old customer.

✕ ✕

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of \$5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of \$5 the winner is given a handsomely lithographed certificate of award. Awards for 1915 have been made as follows:

Harry W. Hoile, Birmingham, Ala.

John R. Patton, Indianapolis, Ind.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

NOTES FROM NEW YORK

RETAILING STANDARDS ADVANCING—BRILL BROTHERS
 PUSHING COUPONS—DISPLAY MANAGERS' CLUB
 HOLDS INTERESTING MEETING—SILKS STRONGLY
 TO FRONT—SOME NEW DRAPE

F. F. Purdy

THE STANDARDS of retail merchandising are gradually advancing. The "money back if you want it" idea started years ago by John Wanamaker has been followed by the offer of the New York Tribune to make good any purchase from any of its advertisers where the advertiser does not voluntarily refund. Further, the Tribune has been publishing a series of articles by Samuel Hopkins Adams, who cites fraudulent practices by certain local houses and calls them by name. It would appear that ground might have been given for action for libel, but no such action followed. The National Retail Dry Goods Association held its fourth annual dinner February 10 and Arthur Letts, president, was toastmaster. The newly elected president is Alfred B. Koch, of LaSalle & Koch, Toledo. One of the addresses was upon "Honesty in Advertising," by Percy S. Straus, of R. H. Macy & Co., New York. He deprecated the use of premiums and said: "Retail establishments which observe honesty in advertising—and they are increasing—never allow a 'marked down' advertisement to be written unless the high figure quoted is based on a purchase of similar goods in competitive stores or on previous price lists in the

same store." Mr. Straus said there were no merchandise men in many stores, and all merchandise must pass before a member of the firm itself before advertising it; that buyers believed their goods had a greater value, irrespective of price paid, than any similar goods, which explained the abuse of the "marked down" feature in advertisements. E. J. Frost, of the Filene store, Boston, a most progressive institution regarding the administration of its help, was down to take the affirmative in a debate on the minimum wage. He was unable to be present, however, and Norman Hapgood delivered the affirmative argument, while Rome G. Brown, of Minneapolis, replied in the negative. The minimum wage question in department stores has attracted a great deal of attention lately.

PROFIT SHARING COUPONS

Brill Brothers have been making a big showing of "Profit Sharing Coupons" in their windows, and devoting special windows to featuring them. They are of the same value as the United Cigar Stores Co.'s coupons. It is noted, however, in their operation of the scheme, Brill Brothers give one of the familiar green certificates with every 50-cent purchase, instead of with every 25 cents spent. That divides the tax upon them in half. There are hosts of coupon bugs who religiously save the United coupons and who would go to Brill's for clothes to get the additional coupons. There is no doubt of that, for the coupon bee or bug is a most tenacious affair. Then there are the green stamps of S. & H. Co. and which have formed a notable attraction for years to the Greenhut store.



Plate No. 9132—A Display of Laces by S. M. Moses, for Lipman Wolfe & Co., Portland, Ore.

The color scheme in this display was lavender and orange, which made a very handsome combination. In con-

nection with the laces were shown appropriate trimmings and a few accessories.



Plate No. 9133—A Lace Display by S. M. Moses for Lipman, Wolfe, & Co., Portland, Ore.

The permanent background of this display has large panels which were filled with tapestry paper. The drapes were all made up with laces and chiffon in orange and blue. Owing to the flimsy character of this material it came out in the photograph in a manner that does not do

justice to the arrangement. The window is not nearly so shallow as it appears in the picture and the various fabrics were not at all crowded. The effect of the display was exceedingly rich, as expensive materials were shown. The only ornament used in this display was a tall lamp

The Greenhut Co. can get a crowd at any hour or day desired by simply advertising double stamps at certain hours, preferably, of course, morning. The stamp fiends will do the rest and will rush in in crowds at any prescribed hour. The Greenhut people make a practice of giving double stamps twice a week.

Now, with manufacturers packing coupons in each package of their merchandise, and those coupons, as now arranged, being coupons of the same value as cigar coupons, may well make retailers of all kinds of merchandise sit up and take notice. The cigar coupons are established, with hundreds of thousands of "bugs" or "fiends" collecting the coupons with feverish anxiety. Suppose manufacturers advertise that in every package of merchandise they put out there is a coupon redeemable at established cigar premium stations. What a leverage for business! And, to take a long look, how soon will the premium business run the merchants' businesses all over the country, how soon will the tail completely wag the dog, and the merchants raise their hands in submission, crying, "Dear, good, kind sir, I will buy your goods; only give me your coupons."

It appears to many that a situation is being started that requires the beginning of a finish fight if the merchant is to continue to operate his business on his own initiative. The Retail Dry Goods Association has passed resolutions stating their opposition and belief that the custom of manufacturers putting "Profit Sharing Coupons" in merchandise sold over the counter is detrimental to

the interests of the retailer, because of the cost added to the merchandise without adding to its value; of the injection of a third party between maker and consumer which draws a profit out of a transaction to which it does not contribute; because of artificially stimulating the sale of goods which it may not be advisable to encourage. Because of these reasons it is recommended that the use of this device be discouraged by every legitimate means and that manufacturers be advised that retailers object to these coupons, or any extension of their use.

DISPLAY MANAGERS' CLUB MEETS

The Display Managers' Club met on the evening of February 8 at the Grand Central Hotel for their monthly dinner and social and business session, with President Herman Frankenthal in the chair. It was the annual meeting and the election of new officers in order. The election resulted as follows: President, William Tishman, with James McCreery & Co.; vice-presidents, Charles Wendel, with Gimbel Brothers, and Jerome A. Koerber, with Strawbridge & Clothier, Philadelphia; secretary, F. G. Schnell, with the Greenhut Company; treasurer, Harry Bird, with John Wanamaker. W. F. Allert will act as a publicity committee. In fact, that is the only standing committee there is. There is no board of directors except the officers, and no red tape with committees, large or small. The business of the club is brought up at each meeting for the entire membership to act upon together in most democratic manner, with oppor-

tunity for participation of every member. The club appreciates the excellent work of its officers of last year, and is to be congratulated in finding such good successors, also busy men, who are willing to do their part in advancing the interests of the Display Managers' Club. We note that the title of the club is the Display Managers' Club of America, the qualifications for membership being that applicant must be a display manager, in charge, and be vouched for by a member proposing him, and voted on by the whole membership. At the last meeting the by-laws were completely revised. Mr. Allert has given much attention to this matter as chairman of a special committee. His report was made at the January meeting, a month given for consideration, and in February the new document was adopted unanimously. Among other provisions are an initiation fee of \$5 and dues of \$6. At the next meeting, the second Monday in March, Mr. Koerber, of Philadelphia, will give an illustrated lecture showing merchandise displays with colored lantern slides. Mr. Koerber has gone to considerable trouble and expense in this connection, and the trade in general is invited to come and hear him. The social side of the club has developed rapidly. The beefsteak dinner was such a success that the matter of holding bi-monthly meetings with the ladies present is being seriously considered, and will probably soon be made a part of the regular program. The question of a headquarters is also receiving attention. The club has

quite a healthy little treasury, and if it is found to be practical to establish quarters where members of the fraternity here and visitors from abroad may come and meet at any time, this will be an appreciated rendezvous.

The Display Managers' Club has a lot of inherent vitality and a high ideal, which the following quotation from a letter addressed to certain prospective members amply demonstrates:

"A point in mind when the matter of forming a Display Managers' Club was broached is the establishment of ourselves in the eyes of the business world on the same plane that the other branch of publicity—namely, advertising—has attained.

"To do this properly it must necessarily be done by representative men in the profession, who will prove to the business world that they are big, broad-minded and intelligent men, free of all ties, able to successfully conduct themselves and their social affairs as well as their business affairs and not let one conflict with the other.

"It is the further plan of this club to have suitable rooms, centrally located, where visiting members can make their headquarters and fraternize and enjoy the privileges of a modern club and its social features. Obviously this will be an advantage to every member, particularly for our out-of-town brothers, who will appreciate the homey atmosphere we propose to invest them with.

"To make this all possible it is necessary to have an adequate membership, and the committee



Plate No. 9134—A Display of Shirts by Harry H. Heim for the Marston Co., San Diego, Cal.

The background of this window is a permanent one of handsome mahogany. Around the middle panel, for this display, was built an arch of green ferns and American Beauty roses, below which hung two pictures in gilt frames. The floor was covered with tan felt, over which laid an oval

mat cut from white felt. To one side was an Italian marble seat on which was shown a unit. On the other side there was a plaster pedestal upon which another unit was shown. The third unit was in the middle of the floor. This unit was a very pleasing one.

are therefore seeking only desirable members, whose character and position will add strength to the club."

MR. FRANKENTHAL'S DISPLAYS.

Silks never had a stronger showing hereabouts than in the first two months of the year. Altman's event was signalized by a big showing of displays in thirteen of their windows, the feature being American-manufactured silks. To emphasize the Americanism of the display the various hues were designated by American names like Palm Beach tan, Delaware peach, Oregon green, Arizona silver, Newport tan, Tuxedo brown, Rocky Mountain blue, Piping Rock gray and Gettysburg gray. Each win-

the motifs of the costumes of 1813, three special styles of which were in vogue that year are "good" now. The skirts are very wide, suggestive, perhaps of hoops, but not really so extreme, bordered chifons being prominent for evening gowns, shown in long drapes from high circles, and also in draped costumes.

SILK DISPLAYS AT GIMBEL'S

Gimbel Brothers made an elaborate showing of silks. On the tenth floor, in an apartment large enough for dressmakers' reception, they had five original Paquin models shown on wax figures, with the foreign and American silks round the sides in handsome drapes for a setting. Then later on this



SOME DRAPES BY HERMAN FRANKENTHAL IN THE STYLE OF 1813 FOR B. ALTMAN & CO.

dow was treated with a separate color predominating, and with hosiery, hats and parasol matching the gown in color. At the same time, amid this carnival of women's finery, there were two windows with men's furnishings—those at each side of the main Fifth avenue entrance. One of them held a big showing of men's scarfs of gray silk, the other a similar display in tan ties, all made from American silks. The week following came the featuring of the dress goods, and the colors of the Panama-Pacific Exposition, Exposition gold, flagpole red, lattice green and wall blue. In his current drapes this season Mr. Frankenthal is showing up some of

showing was taken down to the silk department on the second floor, and displayed in a finely fitted space arranged by Mr. Wendel at the front. The chic and daring models attracted much attention, and there appeared to be an excellent business doing in the department. At the same time, Mr. Wendel had a window—a commercial window—with drapes and piece goods, full of silks at the corner of Sixth avenue and Thirty-second street.

This year we have an early Easter—April 4, and thus the tendency will be for trade in millinery and women's apparel to take an early start. We understand that Gimbel's will again feature their

now famous "Promenade du toilettes" before Easter, as usual, and it would not be surprising to see some striking innovations. Mr. Wendel is usually a very busy man for a few weeks before the opening of this style show, which always brings large crowds, on hundreds of seats on both sides the promenade provided by the house. Doubtless this feature will be "pulled off" somewhere about the middle of March. It must require this year a great deal of foresight to decide upon the styles to be featured, for with the gowns with the influence of Dutch and Louis XIV. and other periods, all having some prestige, it takes an expert of some knack to figure out just what motifs will finally survive and may properly be exploited. People in the millinery trade who have just returned from Paris are enthusiastic over the new hats, which they say are more attractive than for many seasons, including a good representation of small hats.

MOVEMENTS OF DISPLAY MEN.

William F. Ried, decorator for the Kaufmann-Baer Co., Pittsburgh, has resigned his position there and has come East, and has been in New York for some little time.

Harry Precht, for some time assistant to Mr. Richter in the Saks decorative department, has resigned his position and is doing some special work around town, not being at present permanently located. Some time ago Mr. Brink, of St. Louis, whose specialty in display is clothing, was added to the Saks force. Mr. Richter and Mr. Brink will henceforth take care of the Saks windows.

Lawrence McArdle, formerly decorator for

Mahler Company, the concern opposite Gimbel's on Sixth avenue, that continued about a year in business, is now decorator for the Orkins specialty house on Thirty-fourth street.

Mr. Bader is out as decorator for the Oscar Michaels Co., who succeeded W. V. Snyder & Co., of Newark, N. J., after succeeding Mr. Knapp several months ago.

Union Hill is a far cry from Broadway in spirit, but it is appreciated by New York houses up against a fierce competition that these local houses in a thriving suburb are doing an increasing business and without the strenuousness of commercial life in New York. They pull a lot of business from their windows, and are very careful to keep their windows most effectively at work, for people have plenty of time to look at them. One decorator who is doing good work is F. Johnson, decorator for A. Holthausen, of Union Hill, who has some 80 feet frontage, and who gives Union Hill excellent service from the department store standpoint.

WANAMAKER'S WIRELESS.

There is something new developing at Wanamaker's in some of the departments all the time. The amateur wireless boys, who are "crazy about wireless" all over town, are enthusiastic over the "wireless telephone" messages they now get from Wanamaker's. They get the notes of music from Wanamaker's quite frequently when regular wireless messages are not being sent. Music by wireless. There are so many wonderful things happening nowadays that this wonderful development may be overlooked.



Plate No. 9135—Display of Men's Wear by Albert Wollenberg, for the Hub, San Francisco, Cal.

Owing to the construction of this store front, it is difficult to get a photograph that does justice to the displays, as it is necessary to light the windows from the top, because of the fact that all of them are viewed from all sides except those on the walls of the building. It may be said, however, that the arrangement of the clothing in each section was admirable. This type of window is quite different from the ordinary. As may be seen in the picture, both of the front windows are open on three sides. The rear windows have transparent glass, so they can be looked into from the interior of the store almost as well as from the front. Through this construction, the display space is practically

doubled. The front window at the left was equipped with gold based fixtures. Rose colored silk was puffed about the floor, in the middle of which was a large vase standing about 6 inches above the level of the floor. The opposite window was trimmed in tan and red. It also had gold fixtures and a similar general arrangement, with the exception that the floor was covered with red plush. A feature of both of these displays is the large hub, the trade-mark of the store, which was placed in the middle in the form of a jardiniere on the top of a pedestal. It is to be regretted that a better photograph could not be made of this front. It is one well worth studying.



THIS FRONT ALLOWS FOR AN UNUSUALLY LARGE AMOUNT OF DISPLAY SPACE.

An Unusual Front

HERE IS AN EXAMPLE of how the modern merchant plans to secure every bit of display space that can be made available. A generation ago a store like this would have had two large windows with a door between them. The construction shown here practically doubles the glass frontage and it is cut up into six windows all of which are sufficiently large to accommodate a fair sized display of men's clothing. In addition, each of the six windows has a shelf above which makes it possible to display a considerable amount more merchandise than could be shown on the floor alone.

But, not satisfied with the large amount of display space on the ground floor, arrangements have been made for showing merchandise across the entire front on the second floor. The front of the

second floor is practically all glass with luxfer prisms at the top which help to flood the entire floor with daylight. This picture having been taken at night shows the ceiling dark and gives no idea of how much daylight enters this big room during the day. A wood railing extends clear across the front of the second floor. It is placed several feet back from the glass and allows for a big display that can be seen from the interior of the store as well as from the street. This is the store of Sol. C. Cohn & Co. in Fort Smith, Ark. Roy Hart is the display manager. Practically the only chance of securing additional space would be through installing a big outside case in the middle of the front, close to the sidewalk. There is room here for such a case and it would undoubtedly help sell goods.



Plate No. 9136—A Spring and Summer Display by E. R. Lutz, for the Graber Dry Goods Co., Sioux City, Ia.

This setting was put in last season, as the garments shown will indicate. However, it would answer quite as well for the coming season. It was done in blue, white and gold throughout. The picture was painted in shades of blue and white; narrow gold beading was used around all the panels and all of the ornaments were in gold. The panels were of

dark silk plaited in a sunburst effect. A large urn in the middle was filled with moss and white roses with blue electric lights in their centers. The floor was treated in imitation of a sidewalk, upon which were spots of moss. This photograph had to be taken in three sections, which accounts for slight irregularities at the ends.



Plate No. 9137—A Display of Shirts by Harry H. Heim for the Marston Co., San Diego, Cal.

The floor of this window was of tan felt over which was placed a brown felt, oval rug. The mahogany background was set with brown felt panels trimmed with small gold relief ornaments. On one of the columns to the right

of the middle was placed a large bunch of gold lilies. The divider used in the middle of the display was finished in cream with the panel filled with woven cane. All the furnishing goods used were in cream and brown.

IN POSING FIGURES having adjustable arms, the two arms should not be adjusted alike. Crook up one arm or make some other change to avoid the stiff appearance that cannot be avoided if both arms are held alike.

IT'S FINE TO BE AN OPTIMIST but the ad man who is so enthusiastic as to believe that the merchandise he is writing about is a much greater value than it actually is, is due to wake up and find that conservatism also has its virtues.

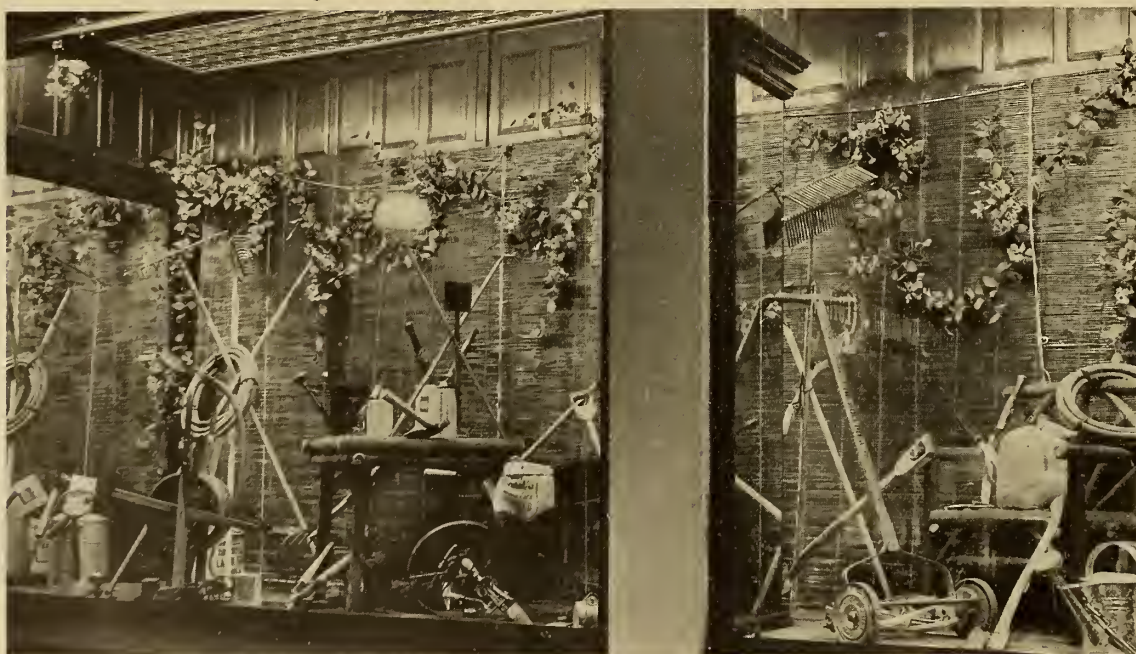
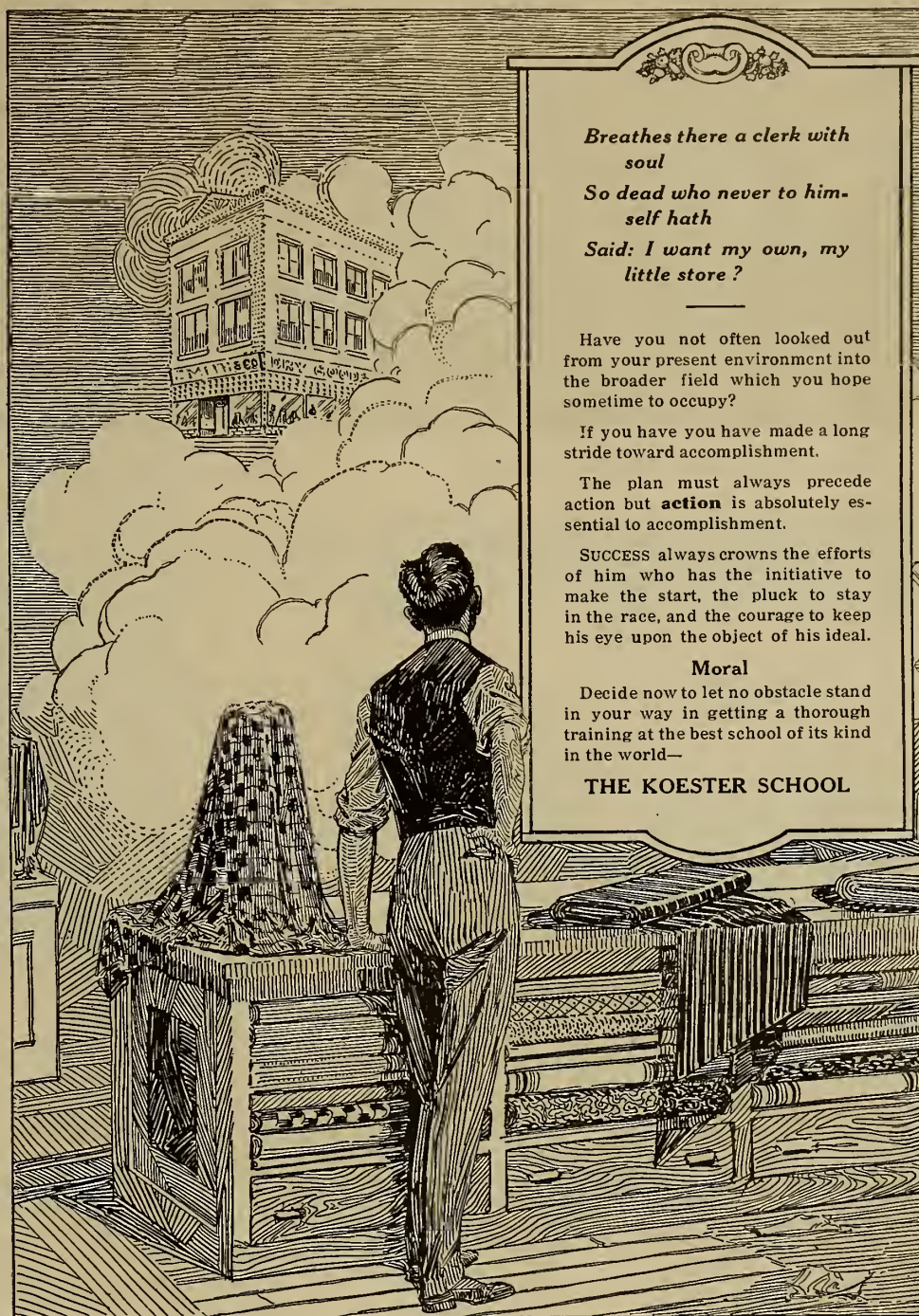


Plate No. 9138—A Display of Gardening Tools by Jerome A. Koerber for Strawbridge & Clothier, Philadelphia, Pa.

Gardening time will soon be here and displays of the kind shown above will be in order. This is an altogether simple setting, yet it is one that pleases the eye and answers

its purpose admirably. It was made in one of the basement windows of this store. Porch screens of split cane were used as a background.

What Are *You* Going to Do?



*Breathes there a clerk with
soul*

*So dead who never to him-
self hath*

*Said: I want my own, my
little store?*

Have you not often looked out from your present environment into the broader field which you hope sometime to occupy?

If you have you have made a long stride toward accomplishment.

The plan must always precede action but **action** is absolutely essential to accomplishment.

SUCCESS always crowns the efforts of him who has the initiative to make the start, the pluck to stay in the race, and the courage to keep his eye upon the object of his ideal.

Moral

Decide now to let no obstacle stand in your way in getting a thorough training at the best school of its kind in the world—

THE KOESTER SCHOOL

From Clerk to Window Trimmer—Then Adv. Mgr.—Then Store Manager and then Owner

That's the history of the more ambitious of the over 5,000 successful Koester School graduates. Your enrollment in the Koester School will start you on the road to actual success. What you learn at the Koester School will immediately increase your earning power and in a short time makes it possible for you to reach the highest positions in the merchandising field.

A Koester School education cannot be taken away from you. It's the one very best investment of your money you can possibly make. It does not return you a paltry 6% interest but brings you in interest easily computed in the hundreds and thousands %. It's the one asset you can convert into ready cash at all times.

If you are going to win, you must start today—If you delay, you will never succeed.

If you do not have our Catalog—Write for it.

If you have our Catalog—Send in the enrollment on the last page.

THE KOESTER SCHOOL,

215 S. Market St., Chicago

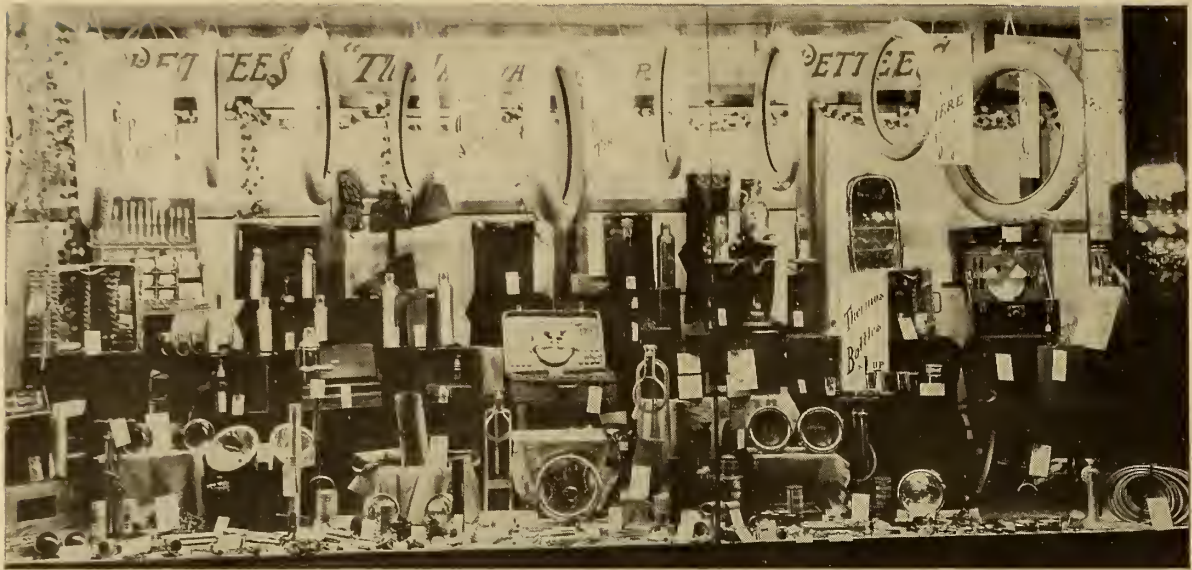


Plate No. 9139—A Display of Automobile Accessories by C. B. Hunt for W. J. Pettee Hardware Co.,

As the season advances there will be greater and greater demands for automobile accessories and outfits of all sorts. Here is a good suggestion for stores carrying this class of merchandise. This is a somewhat stocky arrangement, but the idea was to show as many different articles as possible,

and this has been accomplished very nicely. A considerable number of tires of different makes were suspended from the ceiling. At the back was shown baskets, hampers, bags, trunks, etc., while the smaller articles were shown on the floor in front. Each article had a price ticket.

Travel Coupons

PERSUASIVE SALESMEN representing the promoters of the free transportation coupons are calling upon retailers and presenting some flowery and convincing arguments as to how little these coupons cost and how much they will increase one's business. Most merchants will recognize in this only another form of the old trading stamp and will turn the proposition down promptly. There are others, however, who might be misled into adopting the scheme. On the subject of these coupons, Mr. Jacob Reiss of the Reiss Mercantile Co. of Mobile, Ala., has the following sensible views that will explain the question to some who may not understand it:

The travel slip proposition now being offered merchants is briefly this: To agree to pay three and one-half cents a mile for the slips, and for every dollar of merchandise we sell we give a slip entitling the buyer to a mile's transportation on any railroad or steamship line. The people selling the slips believe that the sales will largely increase by playing their game; they do not guarantee anything.

Let us say that a merchant is doing a business of \$100,000 a year. He buys travel slips to cover that amount of business from which he pays \$3,500. If he increases his business 10 per cent, which is the amount the travel slip people say it should be increased with the slips, that is \$10,000, on which he pays the same 3½ per cent, or \$350. Add this to the \$3,500, and a merchant doing a business of \$100,000 pays \$3,850 for doing a business of \$10,000 more than he is now doing.

Don't imagine that the merchant would stand this expense. He would add it to the value of his goods, for that is the only sensible way to merchandise. Now how long could he last by adding this per cent to the value of his goods when his competitor is selling at the old price? Would his customers pay the added per cent?

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Four Cent Bread

BREAD AT 4 CENTS PER LOAF has been advertised by the store of A. D. Matthews' Sons of Brooklyn, N. Y. for the past month. The offer was explained in the beginning as follows: "We Are Pleased to Announce That Beginning Tomorrow, Friday Morning, and Until Further Notice We Will Sell Bread at 4c Per Loaf."

"In order to help the general shopping public keep down the ever-increasing cost of the 'Staff of Life,' bread, we have made arrangements with a large bakery to supply us with full size, standard weight loaves—fresh every morning, which we shall sell, until further notice at ACTUAL COST TO US; in other words, 4c the loaf."

"We take this action in an effort to help the Brooklyn community to continue to buy bread without paying for the advance on flour."

"In order to secure greatest possible distribution, we shall limit quantity to not more than two loaves to a customer, and, as this special offer is for the benefit of the general public, no orders will be accepted from dealers."

Don't Buy Your Decorations Until You See Our Two New Catalogues

We have the Goods, Quality as well as Quantity. Prices, none as low. Write for Catalogues now. A few suggestions for Spring and Easter Openings.

EASTER LILIES



No. 316. Clematis Vine in pink, purple or white. Per dozen.....\$ 1.35
Per gross 13.50



No. 378. Daisy Vine, 4 large beautiful saten flowers, yellow or brown centers, 15 muslin leaves. Dozen yards.....\$ 2.50
Gross yards 25.00



No. 376. Crimson Rambler Rose Vine, 18 leaves, 4 clusters of flowers, colors, pink, white, red or tea. Dozen.....\$ 2.50
Gross 25.00

No. 5211. Lily Stalk, 30 inches of fine Saten Lilies and buds. Each\$ 0.50	No. 331A. Lilac Vine, 3 large clusters of lilacs, 12 fine leaves; colors, white, pink or lavender. Dozen.....\$ 2.60
Dozen 5.50	Gross 26.00
With papier mache pot. Each......65	
Dozen 6.50	No. 375. Passion Flower Vine, true to nature; colors, pink and lavender. Dozen..... 3.25
No. 5212. Lily Stalk, 36 inches high, of 3 large beautiful veined lilies and buds. Each......85	Gross 32.50
Dozen 8.50	No. 312A. Wild Rose Vine, 6 fine saten flowers, 15 leaves. Dozen 1.80
With papier mache pot. Each......95	Gross 18.00
Dozen 9.50	No. 333. Apple Blossom Vine, 12 leaves and 12 blossoms. Dozen 1.35
No. 5213. Easter Lily Stalk, 44 inches high, of 3 extra large lilies, 3 half open lilies, 3 buds. Each..... 1.65	Gross 13.50
Dozen 16.50	No. 310A. Rose Vine, 3 nice open muslin roses, 12 leaves. Dozen 1.80
With papier mache pot. Each..... 1.75	Gross 18.00
Dozen 17.50	No. 317. Daisy Vinc, with yellow or brown centers. Dozen... 1.80
No. 330. Lily Vine, made of 3 very fine saten lilies, 3 buds and 15 leaves. Dozen yards..... 2.75	Gross 18.00
Gross yards 27.50	No. 306. Ivy Vine, 18 leaves, green. Dozen......75
No. 330A. Lily Vine, 4 lilies of saten and 12 fine leaves. Dozen yards 2.00	Gross 7.50
Gross yards 20.00	No. 306A. Ivy Vine, 12 leaves, green. Dozen......50
No. 6014. Spray of three paper Easter Lilies and foliage 18 inches high. Lilies may be had in any color. Dozen..... 1.40	Gross 5.00
Gross 14.00	No. 5006. Chrysanthemum Vine of 3 beautiful large chrysanthemums. Dozen 2.00
No. 6018. Paper Easter Lily Vine and foliage, six lilies to the yard. Dozen yards 2.50	Gross 20.00
Gross yards 25.00	
Easter Lily of crepe paper, 12 inches high. Dozen......40	
Gross 4.00	

We Have the Stock and Will Ship Promptly. Order Now.

L. BAUMANN & CO.

Leading Importers and Manufacturers

357-359 W. CHICAGO AVE.

CHICAGO, ILL.

HELPING THE STORE TO GROW

HOW THE ADVERTISING MAN OF A BIG DETROIT STORE
USES EVERY AVAILABLE OPPORTUNITY TO WIN
NEW BUSINESS—SYSTEMATIC PREPARA-
TIONS MADE FOR IMPORTANT SALES

EDWIN H. LEONARD is known to many of our readers through contributions and examples of his advertising work that have appeared in these pages in former years. Mr. Leonard has been identified with department store advertising for many years having been connected with big stores in a number of the larger cities. For the past year or so he has been connected with the J. L. Hudson Co. of Detroit as Director of Sales where he has done and is doing some notable work along original and progressive lines. Mr. Leonard is one of the lecturers in the course of advertising conducted by the Adcraft Club affiliated with the Detroit Board of Commerce, and he has sent us a few ideas as to the various ways in which the modern advertising man gets after business. Here are some of them:

In advertising we should present the human *needs* so effectively and convincingly that those *needs* become wants. To cover the body with clothing is a *need*. To cover the body with *good* clothing evolves that *need* into a definite want. The direct truthful appeal will transform people's thoughts; it will make persons decide upon certain purchases at certain times, for various reasons.

Advertising today has a definite mission. It is the dynamo which creates the energy that turns *needs* into *wants* and shows how to supply them. People read, reflect, decide, and buy as a result. The unseen force so evident in the transaction is the sociological aspect of advertising—the science of influence—the method of fulfilling a want.

GOING AFTER FOREIGN TRADE.

As to getting after new business, the sales manager of a big store in a big city should overlook no opportunity for an extension of business that appears to offer the chance for a considerable number of profitable customers. If the store is not prepared to take care of the trade in question, arrangements should be made to that end if, after a careful investigation, conditions seem to warrant it. The Hudson store is a big establishment that has had a tremendous growth dealing with high-class trade. Some time ago the question was brought up as to whether or not it would be advisable to go after the foreign trade of the city. The many factories that have been springing up in the city during the past few years have brought with them a flood of foreign speaking people. They are thrifty, well paid wage earners who are looking for dependable merchandise in the less expensive grades.

A careful investigation of the situation was

made. In seeking information regarding the number of classes and the number of people of each class, it was necessary to employ members of those individual colonies, and in them interpreters, who in turn provided the statistics desired. The investigation developed the fact that a well conducted Basement Store run in connection with the J. L. Hudson Co. would probably be able to capture a large proportion of the foreign speaking trade. Accordingly work was begun at once developing plans that would provide for a separate store within a store, where the less expensive merchandise may be found and where style, service and economy will go hand in hand. These plans are now all complete and when the new Basement Store is opened in March the complete establishment will be able to compete with any moderately priced house in Detroit for a profitable class of trade that formerly could not be handled successfully.

All upper floors will be represented in the Basement Store. Each department manager will have a basement representative, and there will be maintained a distinctive price line, below which it will always be found in the Basement Store.

There will be an advertising campaign, in advance, which will embrace publicity in every nook and corner of cosmopolitan Detroit. It is proposed that no person of buying ability age, living within the city limits, will be overlooked in the matter of getting information about Hudson's Basement Store, and the date of its opening. It is a success right now.

POINTERS FROM DELIVERIES.

One of the ways in which Mr. Leonard uses to locate new fields of trade among the various foreign colonies of the city is to analyze the work of the delivery department. The delivery system of the Hudson store is a good barometer when determining the distribution of sales in the city. For instance, all sections of the city are "routed," as it were, and each route covers a certain street or streets. Each day's trips are scheduled, showing the number of stops and bundles left. A sales manager can soon locate the "dull" sections of the city, and action is planned accordingly. There are various ways of reaching the classes thus "spotted." Seldom does he resort to foreign newspapers. A more direct appeal is decided upon. The method varies, according to circumstances. Possibly a small advertising novelty will suffice. In some cases it may require personal application, through an emissary of their particular language. It all depends upon the "time, the place and the girl."

Periodically scheduled sales are planned by Mr. Leonard systematically from merchandising to delivery. As an example of a well-arranged and usually successful trade movement, is the following:

Advance window displays.

Mr. Merchant

Mr. Manager

Mr. Buyer

Someone in your store ought to see this advertisement. Some man in your organization could rise to greater usefulness to you and greater value to himself if he were trained to use his time and ability in the best way.

Will you show him this ad?

He does not read the Economist and will never hear of the wonderful work of the E. T. S. unless you tell him.

Two Men and How They Advanced



SILK DEPARTMENT

LONG APPRENTICESHIP



DOMESTIC COUNTER

Mr. E. Z. Going is willing to get ahead; in fact, would welcome the bigger salary that a better position would bring. He expects to do better, some day, but just how it will come about he does not know. He feels certain, however, that if he is faithful at his present job in the domestic department, in due course of time, he will get a promotion. Perhaps, ultimately, to the silk department, with a raise of \$5.00 per week. He may have to be patient through a period of years and obtain his advancement through a zig-zag course by way of the wash goods, dress goods, and other departments; but he hopes to "get there"—some day.

Mr. A. M. Bitious is determined to get ahead. He is resolved to have a much bigger salary and sees it in the unique and responsible position of Sales Manager (or display manager, or advertising manager). That is his goal, and he knows how to reach it. Just as a straight line is the shortest distance between two points, a course in the E. T. S. is the most direct and surest way to the coveted position. He does not hesitate—he "gets there."



SALES MANAGER

ECONOMIST TRAINING



DOMESTIC COUNTER

We have written a book for men who want to advance. It tells how to prepare for the better job. It is free for the asking.

Isn't it worth your while to send for it and read it carefully? Fill in the coupon in the corner of this page and mail it today.

The Economist Training School

231 West 39th Street, New York

Window Trimming
Advertising

Salesmanship

Sales Management
Card Writing

**The Economist Training School
New York:**

Send the book to

Name

Street

City

State

Please write or print plainly

MR

Advance circular announcements to regular customers.

Advance information to all employees.

Definite plans of action for floormen, salespeople, messengers, elevator operators, etc., etc.

Certain significant cards posted throughout the establishment.

Unusual displays of merchandise in sale departments.

Meeting of employees, presided over by an executive, who can impart the idea of the sale, quality and quantity of goods; enthuse and instruct in a thorough manner before the doors are thrown open for the sale.

Re-written and revised advertisements for the newspapers, inviting the public to the feat of good things, specially prepared and satisfactorily served.

News items in the daily papers are depended upon to furnish many prospects for coming business. Coming conventions and all important public events are considered carefully as to the possibility of their warranting special sales or advertising. Even the marriage and birth lists are scanned for possibilities of "direct appeal" advertising. Thus the modern advertising man lets escape no opportunity that may be managed in such a way as to bring more business to the store.

✕ ✕

DON'T KICK AND GRUMBLE if the boss refuses to allow you to trim the windows the way you want to. They're his windows and he is paying your salary. If you don't like to put in the kind of windows the boss wants, get another job. But be mighty sure to get the other job before you let the old one go. Jobs are sometimes hard to find.



Arrow Dress Shirts

*meet with the
approval of all
good dressers*



*Spend your evenings
at home in comfort*

One of these

* House Coats *

solve the problem

Long Needle Pine



Southern Wild Smilax

FOR YOUR EASTER DISPLAYS

YOU can in no other way get such attractive, effective and seasonable arrangements and so inexpensively as you can by the use of my selected Palm Leaves, Smilax, Magnolia and other decorative evergreens. I am ready, as I have been ever since 1886, to furnish any of the evergreen decorations listed below, and guarantee them to be *right* and satisfactory in every particular.



Wild Smilax



Palm Leaves



Chamaerop Palm Crown

SOUTHERN WILD SMILAX—Absolutely the finest decorative evergreen in existence. In decoration it will last almost any length of time, as it dries green, and is nearly as handsome when perfectly dry as when fresh.

Case No. 1.....	\$1.00
No. 2.....	2.00
No. 3.....	3.00
No. 4.....	3.50
No. 5.....	4.00
No. 6.....	4.50

MAGNOLIA FOLIAGE—The Magnolia is, without doubt, the most beautiful of the many evergreen trees of the South. Branches are fine for decorating windows or interiors; also a great seller and can be handled a great deal without marring or bruising. Packed in same size cases as Southern Smilax.

No. 1.....	\$1.00	No. 3.....	\$3.00	No. 5.....	\$4.00
No. 2.....	2.00	No. 4.....	3.50	No. 6.....	4.50

SOUTHERN GREY MOSS—Mighty attractive for festoons in the store and for the floor of show window. 25-lb. sack, \$3.00.

CHAMAEROP PALM CROWNS—Fine for window decorations; also good sellers for home and church decoration. Placed in a vase of water they cannot be told from a natural plant. Our little booklet, "Some Things You Ought to Know," tells you how to handle them.

	Each	Doz.	Hundred
3 feet	\$0.15	\$1.50	\$11.00
4 feet.....	.20	2.25	15.00
5 feet.....	.25	3.00	20.00
6 feet.....	.30	3.50	25.00
Assorted sizes.....		3.00	20.00
Extra large, 7 to 10 ft., 50c and \$1.00 each.			

LONG NEEDLE PINES—Beautiful as a Palm in decoration; attractive in the window; splendid sellers for church or house decoration. If you propose handling "green" for profit try them. Stand lots of handling; don't wilt, fade or shop wear easily, and are generally safe to experiment with, for they will sell.

	Each	Doz.	Hundred
2 feet high.....	\$0.10	\$2.50	\$6.00
3 feet high.....	.12½	1.25	9.00
4 feet high.....	.15	1.50	11.00
Assorted sizes 2 to 4 feet.....		1.25	8.00
Extra large sizes, 5 to 6 feet, \$0.50 each.			

SABAL PALM LEAVES—Always useful in decoration. Good to sell or give away. Perhaps you are looking for some little souvenir to present your customer this Easter season? How would a great big palm leaf do? Dozen, 25c; hundred, \$2.50. Special rates per thousand.

CALDWELL, The Woodsman Co. Evergreen, Ala.

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS
WITH A FEW CHANGES THEY MAY BE MADE TO
APPLY TO ANY BUSINESS—WORK THEM
OVER TO SUIT YOURSELF.

These Are Fine Days to Get in Touch with the New Silks—For the new silks this season are worth knowing, and what is more, the Silk Section is making an unusually fine display of them right now. Recent arrivals bring the stock to a most satisfying state of completeness, so much so that women may choose dresses and waists and go forward with the making with a full sense of surety. Among the more recent arrivals may be named:

Plenty of Taffeta Silks Here—But according to recent emphatic reports from Paris, and our own observations, this magnificent assortment will be taxed by an unprecedented demand. We think we are safe in saying that no other retail establishment presents a greater variety or a more extensive stock. Many retail merchants were caught unawares, and wholesalers are taking advantage of the situation by raising their prices—nothing could be more eloquent of our values than this one fact.

Fine Silk Sales—Because several leading makers of the finest Silks had a chance to make good use of ready money, their overstocks came to us at substantial discounts. That is why we now have some of the best values in Silks shown here or elsewhere for many months.

English and Scotch Tweeds—They look so practical and are fully as practical as they appear, and there is a strong trend to practicality for feminine street apparel. Every woman with a suit of Tweed may be sure that it bears the most recent date line. Women have said it should be rechristened "exposition cloth" because of its suitability for travel and sightseeing. There is a fine exposition here of the new in this serviceable, smart fabric. All the familiar mottled, homespun, snowflake and knickerbocker patterns and some new ones, notably a good design with a hairline stripe upon a mottled surface. Good shades of green, tan, brown, gray, silver, khaki, Oxford, navy, etc. A particularly fine line, 54 inches wide, at \$1.25.

Washable Glace and Mocha Gloves for Men and Women—See them. We have them for street and dress wear, in colors to match shoe tops and hats. They are as soft and easy on the hand as the finest unwashable kind and as elegant as it is possible to make any Glove. They are guaranteed to wash satisfactorily in warm or cold water with any good soap. Try them.

Four New Spring Styles in Crepe de Chine Blouses—In many little points they are quite different from this Winter's fashions. For example, one model has the revived box pleats, front and back, put on to a yoke with small points. It comes only in white, but among the others you will find the new sand and putty colors, flesh pink, black and white. Some have collars that may be turned high or low and in some cases there is a facing of white satin. Another has a high turn-over collar buttoning in front, and still another is high in the back and opens to a point in front. The prices are \$5 and \$5.50.

Variety in the New Blouses for Girls—Four new lingerie styles come in batiste, voile and organdie, at \$1 to 3. The more "dress-up" kinds are of lace, net, Georgette crepe and crepe de chine—plain, figured or embroidered—and the designs in these are unusually charming and fresh. \$2.25 to \$7.50.

New Taffeta Silk Blouses that You Can Wash—Made of a silk very much like the genuine "pussy willow" taffeta, so you can imagine how soft and pretty it is. There are three styles of these new blouses, one of them with a finely tucked shirt front effect, and they all come in pale flesh, pink or white, and one also in putty color. \$5 is the price of any one of the three.

Plenty of the Silk-Striped Crepe at 18c—The price is less than half what this quality usually brings, and the colors are as many as yesterday—several rose colors and blues, besides grays, violets, tans and green, and white and black as a matter of course. It's exactly the kind of soft cotton material which makes delightful and inexpensive little frocks.

Millinery for the Bride and Her Attendants—There is a sentiment even in the creation of millinery for this prettiest and most important event in woman's life. Prosaic indeed the designer that wouldn't feel interest keener and kinder. So we feature bridal millinery with utmost pride in effective beauty—the keynote daintiness. Delicate transparent hats; floppy-brimmed leghorns and lingerie hats that none could aspire to describe. Flower-trimmed and ribbon-trimmed creations that run this season to quaintness that will make the bride's mother revert to the hat her mother wore at her wedding. *For the Bride's Mother*—Brilliant colors, subdued into richness for the bride's mother. Bridal millinery for the bride, her attendants, or mother. \$6, \$7.50, \$10, \$12.50 and upward.

Tiny, Bewitching Spring Millinery at \$3 to \$9.50—In the Little Millinery Salon on the subway floor—smart, saucy, brand new hats that sit high upon the coiffure. Many of them are made of silk, or silk combined with straw. Sometimes satin is used, sometimes the corded bengaline, sometimes shimmering taffeta. Sometimes they have jaunty little wings, or perhaps a wreath of flowers, or perhaps one of the diminutive bows with longer ends, which are so popular.

New Spring Coats and Hats for Little Boys and Girls—The new coats for small girls and boys are well-nigh irresistible, with their unaccustomed fullness and flare, the unusual placing of the belt—different in almost every coat—and all the other fresh features of this Spring's styles for children. Girls' coats are short waisted, with flaring skirt, sometimes circular, and both boys' and girls' are made up in shepherd's plaids, gun checks and plain materials, including tan linens. The new hats and bonnets include smart little panamas for the boys, plain hats for girls' play wear, and fetching little hats and bonnets with a very great deal of style and comparatively small prices. Many have soft crowns of figured or flowered crepe de chine, and the delicate, little-girlish colorings are used in many attractive combinations.

Another New Collection of Spring Millinery is ready for every woman to see and choose from this morning. Not everybody will want to buy just yet, perhaps, but where's the woman who doesn't want to know what the new things are like?

Correct Mourning Millinery—Formal Opening—Mourning millinery carefully, thoroughly thought out by designers—cleverly contrived styles. You know little of the possibilities of all-black, till you see this display of mourning millinery. Transparent hats, turbans, crepe, grosgrain silk, taffeta and faille—the correct fabrics. Style features—new dull straws and braids, nets, ruchings and pipings of net and silk encircling crown. Veils of Russian and Tosca nets; crepe and ribbon borders. Prices \$5 to \$20. All-white millinery is correct. Purple and gray millinery for second mourning, a part of the exhibit. Today.

The Small Hat Queen of the Fashions—Shapes that fit closely to the head have the preference with well-dressed women. Noticeable also is the fact that the newer Millinery is decorated—no longer merely trimmed. This mode is shown in appliques of various kinds, floral trimming that "hugs" the straw, or by "signals" that stand away like a semaphore, a continuance of the Hat line. There is a rich artistry about even the moderately priced Hats in the Loeser Millinery Store that is pleasing every woman who feels the beauty of new ideas. They are pictures; wonderful arrangements of line and color tone, with a tendency to pick out one's best feature and emphasize it that will show many handsome women among those who find their true Millinery expression among them. Very modest prices, too—you will be astonished to note the character put into Hats at about five dollars.

A Decisive Clearance of All Our Women's Exclusive Tailored Suits—Every high-class Suit in stock is included—none is held back, however handsome and suitable for early spring wear it may be. These Suits are distinctive to the last degree, and are the finest expression of the designer's and the tailor's art. Copies of imported models are among them, some trimmed with rich furs. The coats are long, medium or in the new short effects, and many of the skirts have the required additional fullness. A limited number, and only one or two of each model—so we urge early selection. The values, in each instance, are conservatively stated.

Scenic Paintings and Special Designs For Your Spring Displays



We have an exceptionally choice selection of decorative designs for Spring window settings. All of these designs are distinctive and original and will appeal to the most critical judge. They are the same high order of work that will appear this season in the windows of leading State Street stores, yet because of our manufacturing facilities we are able to offer them to you at surprisingly low prices.

Complete Backgrounds, Panels, Set Pieces, Pedestals, Urns, Plateaus, Relief Ornaments in Solid Wood, Decorative Paintings in Oil, Scenes in Water Colors, Etc.

As these are finished by our artists to your order, about ten days should be allowed for shipment.

Send in Your Orders Early

At Left—Semi-modern head and bust. This is a casting of rare decorative value. The modeling is perfect with clear cut lines and fine features. Can be mounted on high pedestal or pilaster at back of display or as a caryatid to support a pergola. Any finish can be applied. The design is our own.

At Right—Decorative panel with flower box effect at the top. This is 2 ft. wide by from 4 to 6 ft. high with a depth of from 4 to 6 inches. Carefully made of the best composition board and artistically finished in any desired combination of oil colors. A very handsome and distinguished design that can be used singly or in pairs. Quite inexpensive.

Catalog will be ready in a few days and will be mailed upon request

Special designs made up as usual

The BODINE-SPANJER ©

J. CLARENCE BODINE, Pres't HENRY J. SPANJER, Sec'y & Treas.
Designers and Manufacturers of Backgrounds for Show Windows
1160 Chatham Court, Chicago Phone Superior 7369
Eastern Representative—M. P. Staulcup, 44-60 East 23rd Street, New York



Three Lots of Women's Suits at Prices Which Will Speedily Clear Them—It is possible to buy Suits elsewhere as low in price as these, but we have no hesitation in saying that *nowhere* can Suits as fashionable and as high-class in material and workmanship be bought at anything like the same prices. Our Suit Store has year-around values that are unapproachable, and when reductions are made or special lots offered, the values are very remarkable. Excellent choice of styles.

Women's Tailored and Sports Suits Arrive—And most of them are wool poplins. Perhaps the fact that wool poplin tailors well accounts for the way it is being used in the trimmest and severest of the new Spring suits. This new shipment shows sand colors, navy and black chiefly; and the jaunty jackets show a great many stitched-down belts, pockets and button trimming. One model in shepherd's check or white serge has a front belt and oddly striped high military collar. Sports suits are in tan and gray homespun, cut Norfolk style; suits in wool poplin with peaked pockets and lots of buttons.

Here! Women's Spring Coats—New shades, new lengths, new lines—every feature is new and becoming in these smart Spring Coats. Here the high-waisted models, the belted styles, the new, full, rippling backs, developed in Coats of serge, gabardine, poplin and golfine; fancy mixtures in a great variety of colorings; tweeds and homespuns and plenty of checked materials, particularly in black-and-white effects, with pretty, bright linings. Prices \$12.00 to \$47.50.

We Subsist on Your Good Will—Yes: In every transaction the store has more at stake than the buyer. Your confidence is our cornerstone, and your progressive satisfaction the superstructure of our success. They are the stakes in our transactions with you. That is why we are careful in our advertising, right in our merchandising, fair in the prices we ask.

Young Women's Spring Top Coats Are Ready—Quite prominent among the newcomers is the coat of covert cloth, and this is but natural now that sand and brown shades are so fashionable. You will see, too, pretty checked effects and black-and-white combinations and tweed-like mixtures. Us-

ally the coats are rather simple in style, cut the new length and built on loose, straight lines. Some are lined throughout; others are but partially lined. Many have the new collars; some have belted backs. But all are attractive. The prices start at \$12.50 and ascend to \$27.50.

Young Women's New Homespun Suits in Spring-like Grays—\$20—Homespun promises to be quite popular this Spring, and certainly for general use this fabric has its virtues. The new models are quite fetching and rather tailorish, with their jaunty, straight coats and pocket-decorated skirts. The coats have pleats and belts and side pockets and there are more pockets in the new and wider skirts. There are different shades of gray in Spring tones, the suits are well cut and daintily lined, and the price \$20.

Variety of Styles in New Suits at \$25 as Amazing as Their Smartness—Many women place twenty-five dollars as a fair limit of expenditure for Spring Suits—but usually they expect to take great care in the selection in order to get a good and fashionable Suit at that price. In the great variety of new Suits at Loeser's, priced \$25, there is not the slightest doubt that any style chosen will be *good* in material and tailoring, *smart* in style and finishing, *fashionable* in color and design. There are ten new styles just displayed at \$25 a Suit. Every one of the ten mirrors fashion accurately. Every one is well tailored in *shape-retaining* ways. They are made of gabardines and fine poplins, with a number of checks, serges, coverts and other approved materials. Sand, navy, Belgian blue, battleship gray, putty, covert shades—in fact every fashionable tone is represented. Country club and military ideas dominate, and every suggestion, from a sportsman's field attire to the fatigue uniforms of the different nations, is utilized.

Lingerie Garments Needing Dainty Laundering may be well entrusted to our special facilities. Little girls' hand-made frocks, the exquisite slips and dresses in baby's layette, delicate and perishable gowns in lingerie—when these may not be practicably or successfully laundered in the home, please note that satisfaction is assured if they are sent here to be done. All such work is done by hand, each piece being given intelligent and individual attention. Charges are mod-

erate. To leave orders, telephone Filbert 1, or send a postal card, and the Wanamaker wagon will call.

734th Friday Bargain Sale—In these days of curtailed incomes and necessitated economy, the Snellenburg Friday Bargain Sales should appeal with especial force to the thrifty people of Philadelphia. These sales provide wanted merchandise of guaranteed excellence at positive savings from prices that were already as low or lower than those of any store in Philadelphia. On certain lots of merchandise our regular, low price is reduced for Friday selling. Other lots of merchandise bought under market prices for Friday selling, are indicated by the special Friday price, and in each instance the special price is far below the price at which the goods sell regularly. We also include in our Friday offerings, items from many important under-price sales in progress. If you want to make your money bring the greatest returns, buy at the Snellenburg Friday Bargain Sales.

Announcing the New Spring Dresses for Large Women—The woman who requires a dress of 42 to 52 bust measure—a dress that is refined and dainty and fashionable—doesn't have to have it made if she doesn't want to. She can buy it here today ready to put on. It is all very well to take a design intended for a woman who measures 36, and cut it larger in proportion, but the result is far from satisfactory. Before a large woman looks as well as she is entitled to look, her dresses must be thought out in every detail. They need different proportions—necks, and armholes and sleeves must all be loose and easy; the waist and all other lines must be rightly placed. All the details—like trimmings—must be in good taste. We have just received a hundred or so of dresses planned out in this way—serges for morning; crepes de chine, crepes meteor or charmeuse for afternoon; prices running from \$11.50 to \$47.50.

Women's Tailored Suits, \$17.75. They're \$30 to \$35 Grades—And best of all, they are spring fashions. As remarkable as that seems, the suits will pleasantly surprise when you see them. Never mind how it was done, but this hint: later prices of selfsame lots are bound to be higher. They are of tweed, homespun, covert, gabardine and broadcloth; new grays, sand, putty, seal, brown, navy blue and black. And you're not limited as to style, there are a half dozen, yes, at \$17.75, worth \$30 to \$35.

Spring Models in Linen Waists—Delightfully new and pretty. New tailored models that are bringing linens into prominence, some all-white, and some with a delicate touch of color in pretty stripe effects. All simple and dainty, as Spring Waists should be, and with the loveliest of collars—some that button straight up to the chin in military style, and some that can be worn high or low, as is most becoming. Prices \$2.25 to \$5.50.

New Millinery A-Blossom, \$5, \$6 and \$7.50—Today—Fashion permits her earliest buds to open in the Millinery Salons, and coming vogue is whispered. Turbans and small ones, sailors, also small, and tilted saucily, smartly. Loop rosettes, bow-knots, crowns a mass of violets, hint of Louis XIV piquancy. But see the hats today. Every day from now on discloses some interesting newness every day from now on, an important message of the fashions is launched in the Millinery Salons.

Men's New Pajamas in a Sudden Sale at About Half Usual Prices—Not bargain pajamas, but the good kind made for our regular trade year in and year out, and from a maker who supplied us with thousands and tens of thousands. It is his clearaway lot. 85c a suit for men's pajamas of domet (flannellet or brush cotton); pajamas in various striped effects; all neatly made, with frogs and pockets. 85c a suit for pajamas of cool, wholesome pongee cloth (cotton) in natural pongee shade, white, light blue and other plain colors; with silk frogs and pockets.



KEMPf CUTS GET ATTENTION!

**Exclusive Adv. Service
For Clothiers and Furnishers**

Write for Prices

KEMPf VAN DRESSER CO.

34 West 28th Street - NEW YORK

The Optimist

By Walt Mason

The optimist is one who knows that life has many kind of woes; he doesn't say, for our relief, that there is no such thing as grief. He doesn't whoop around and swear that there is no such thing as care.

The "sunshine" fakers talk that way, and bore the world from day to day.

The optimist who saws the wood knows life has much that isn't good; he doesn't fool himself with bunk, nor try to gold-plate pewter junk; he doesn't say that black is white, or see a dozen moons at night. He sees conditions as they are, yet ties his wagon to a star.

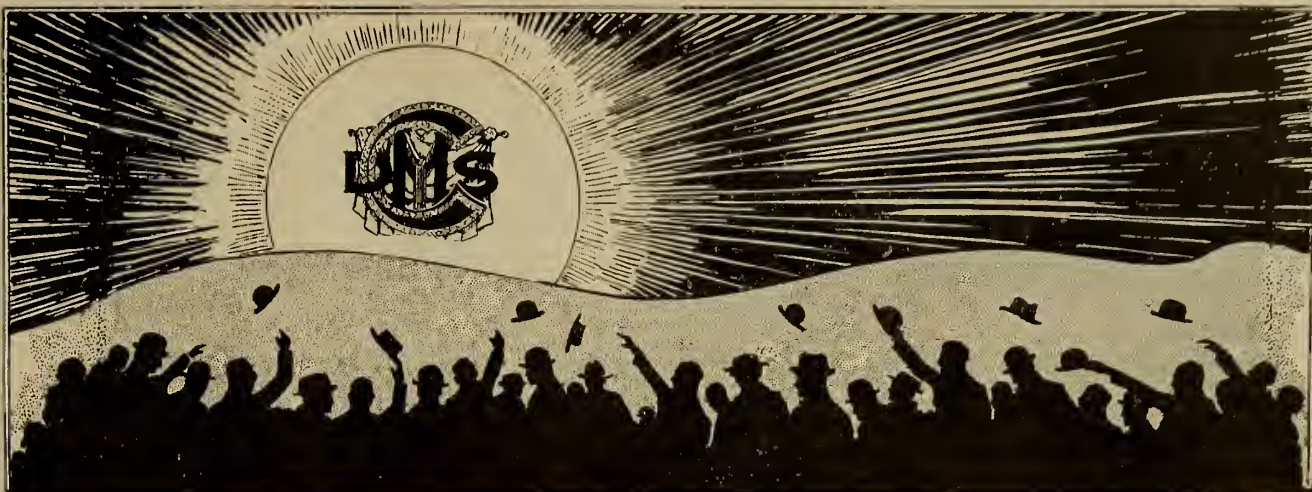
Progressiveness his watchword is; it animates his life and biz. If times are dull and business slack, he doesn't weep and wail, "Alack!" His mind is stored with useful facts which help and guide him in his acts, and so he knows just what to do, to keep his trade from falling through. A hundred useful hints he's read, and he has kept them in his head, and he can draw on that supply when business seems to wish to die. For knowledge is the stuff that wins; it beats all optimistic grins. Most any gent can smile and smile, when things jog on in splendid style; most any gent can sing and dance when he has roubles in his pants; but when all things are going wrong, the unread critter cans his song, and pulls his hair and wags his ears, and says this is a vale of tears.

When things are going doubly wrong, the optimist then looms up strong—the optimist who stores his mind with all the knowledge he can find.

He read the journal of his trade, through every page he liked to wade; he kept his copies in a file to con them in the afterwhile. And there he found a thousand thoughts which surely hit a thousand spots; suggestions for that trade of his, and helps for his specific biz. And though the trade may not just hum, these things back to his memory come, and while the other chaps are sore, he's doing better than before.

The drygoodsman who tries this plan will never be an also ran.

(Copyright, 1915, M. B. Kovnat, Chi.)



H. J. RUTHERFORD, President
 Author of merchants' window trimming service and "Successful Retail Advertising."
 Fourteen years' practical experience in display management.
 Five years' retail experience as buyer, sales manager and general advertising counsel for department stores.
 President of International Association of Display Men, 1908.
 Advertising department, John V. Farwell Co., Chicago, 1909-1910.
 Business manager and instructor of Koester School, 1911-1915.

Instruction and equipment is the best.



GEO. WALLACE HESS, Secretary
Show-card display manager for
Schlesinger & Mayer one and one-
half years.
Display manager of show-card writ-
ing H. G. Selfridge Co. one year.
In charge of Mandel Bros.' show-
card department seven years.
Show-card writing instructor Koester
School, 1910.
1911 to 1915 in charge of Engrossing
and Diploma departments of B. C.
Kassel.
Author of "Hess Portfolio of Pen
Alphabets."
Pioneer introducer of novelties and
tools for card-writers.

Clip and file the bond. Gives you complete information. Do it now.



D. A. POLAY,
Chief Instructor for Men's Display
 Eighteen years' practical experience
 as display manager and designer of
 show window displays and fixtures
 for men's wear with the following
 firms in Chicago: Beachey & Law-
 Foreman Clothes Shop,
 Browning, King & Co., Burns &
 Grassie, Capper & Capper, The
 Hub, Stern Clothing Co., The Con-
 tinental.
 President of Polay Fixture Service.



**Students Receive the
Personal Attention of
These Instructors**

on account of this only a limited number can be accommodated in each class. This policy will be strictly adhered to because it means the closest attention of the instructors to each individual will enable each to accomplish more during the time provided in practice for each subject.

THE RAISING OF Chicago Display Managers School Emblem

Creates enthusiasm anew for study and practice in this fascinating work

IT STANDS FOR QUALITY INSTRUCTION
in display management including show-card writing and
retail advertising.

YOU CAN LEARN THE CHICAGO WAY
of doing this work if you train with the big men of
the big stores in this city, and you can demand a big sal-
ary for your service and be sure of getting it, if you supply
the same quality of

CHICAGO DISPLAY MANAGERS' SERVICE

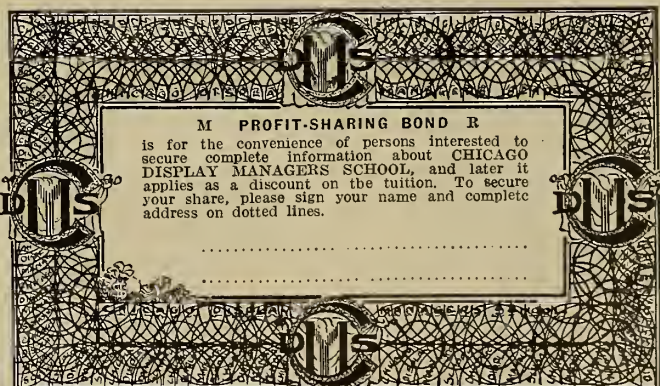
as is offered in Chicago Display Managers School. Think what it means to have the combined knowledge of window and store display of the big stores on the street to draw from, and to put this in practice in perfect store windows, with Chicago display managers to show you every step on the way.


OUR INSTRUCTORS ARE PRACTICAL MEN
actively engaged in the work and during their entire time here they will develop and demonstrate ideas for store and window display which have proven successful on previous trial in the best stores. Following this our students will set the demonstrations in perfectly appointed display windows fronting

DISPLAY MANAGERS' COURT

undoubtedly this is the highest quality of practical instruction, easy to obtain, for tuition charges are reasonable, within the reach of any person; write to the president personally for detailed information, or sign the bond and address

Chicago Display Managers School, 304-306 Jackson Blvd.



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2d VICE-PRESIDENT			E. J. BERG Omaha, Nebr.
A. J. EDGELL New York, N. Y.			B. J. MILLWARD St. Paul, Minn.
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TREASURER			H. B. MARTIN Rochester, N. Y.
G. W. HUBBARD Battle Creek, Mich.			

Report of Programme Committee

THE PHYSICAL provisions for taking care of the eighteenth annual convention for the International Association of Display Men have been declared ideal.

Excellent as previous conventions have been it will be the effort to make the New York convention set a new mark. Because of its location it will surely bring together a great number of display men who have never attended these conventions before. The entertainment plans will assure you of a good time in addition to a good convention.

On Tuesday, January 26th a special meeting was held in honor of President Potter's visit to the city and tentative plans were made to make the next convention a great success.

MERCHANTS' DAY

It is definitely decided that Merchants' Day be held on Wednesday and that a special programme be arranged of equal value to display men, merchants, buyers and retailers generally.

The Programme Committee will arrange for some prominent merchants of both the United States and Canada to participate on the programme. Special efforts will be made to call attention to proprietors of retail concerns in the educational features and advantages of Merchants' Day and the value to be gained by sending display men to attend this important gathering.

PUBLICITY TO MANUFACTURERS

In order to more forcibly bring the importance of the display man's position to the attention of manufacturers and to demonstrate the value of displaying merchandise along modern lines, manufacturers and wholesalers will be invited to attend a number of special demonstrations pertaining especially to their particular product.

As an illustration:—During our draping demonstrations, fabric houses, jobbers and wholesalers will be invited to attend and complimentary tickets will be mailed to them. The demonstrations per-

taining to ribbons, men's wear and other merchandise will be handled in a similar way.

This should prove an important step toward advertising the value of good merchandise displays and the calibre of men who are making this work a profession.

DISPLAY WORK OF ABSENT MEMBERS

Very careful consideration has been given to the quality of the talks and demonstrations to be placed at the convention. Many unusually interesting and educational features have already been arranged for. Detail announcements will be made of some of these features in the next issue.

The Committee is working hard to make this the biggest get-together educational movement of the display man and it will be far-reaching in its good results.

If you know of anyone of exceptional ability who can deliver a message of interest to those in attendance, you will confer a favor to the committee by writing me further particulars.

A. E. HURST,

Chairman Programme Committee.

231 W. 39th St., New York City.

✕ ✕

Recruits Wanted

“ALL WORK AND NO PLAY makes Jack a dull boy.” Wednesday night will be set aside by the display men for play. The Programme Committee is desirous of securing possible recruits for the entertainment features. We want songs, stories, dances, stunts, in fact anything that will assist in promoting good fellowship and making the evening a lively one from an entertainment standpoint.

Many professional numbers will be on the bill, but we want to intersperse these professional stunts with some really good entertainment features from our own members. Therefore, we want recruits from our ranks. Don't hesitate to come forward and offer your services and if you know of anyone



A new, practical and ideal paper for original and effective and artistic window trimming

Plan now to use it for your

Easter Opening Windows

¶ Easily applied, rich in appearance and a perfect reproduction of the costly Onyx. Its use is unlimited.

¶ For Window Backgrounds and Floors, Panels, Columns, Dividers, Pedestals, Draping Stands, Scenic Frames, Units, Flower Boxes and other surfaces our Onyx Paper is without doubt the most appropriate and distinctive covering on the market.

¶ Now being used with splendid results by leading window trimmers throughout the country.

¶ In stock in convenient size in many different colors and patterns.

Write for Samples

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.



"KEEP THESE MEN!"

"It Would Be Hard to Replace Them Because They Have Special Training"

When the employer cuts down the pay roll it is the untrained men that go. Untrained men are easy to get at any time. But the employer keeps the trained men as long as possible, as he knows it will be difficult to replace them. His finger will sooner or later go down the pay-roll list on which your name appears. Are you one of the men whom he would like to hold? If you are not, I.C.S. training will keep you on the pay roll.

It makes no difference where you live, under what conditions you work, the I.C.S. will bring to you in your spare time, at small cost, the kind of training that the employer values—the training that will qualify you for a more congenial position—the training that means advancement and a larger salary.

Keep These Men

You can get this training. Simply mark an X in the coupon opposite the name of the Course in which you are interested, write your name and address, and send it to us. We will tell you how thousands of men who were situated just as you are have risen to positions of trust and responsibility through I.C.S. training. We have trained thousands and can train you. Make the employer say "Keep This Man" when he reaches your name. It will cost you only a two-cent stamp to find how out it can be done.

Mark and Mail the Coupon TODAY

International Correspondence Schools

Box 829, Scranton, Pa.

Please explain, without further obligation on my part, how I can qualify for a larger salary in the position, trade, or profession before which I have marked X.

☐ Advertising
☐ Window Trimming
☐ Show-Card Writing
☐ Salesmanship
☐ Commercial Law
☐ Bookkeeping
☐ Stenography
☐ Banking
☐ Commercial English
☐ English Branches

☐ General Illustrating
☐ Commercial Illustrating
☐ Sign Painting
☐ Ornamental Designing
☐ Textile Manufacturing
☐ Teaching
☐ Civil Service Exams.
☐ Chemistry
☐ Automobile Running
☐ Agriculture

Name _____

Street and No. _____

City _____ State _____



SILVER LOVING CUP PRESENTED TO HARRY W. HOILE, AND SCENE AT BIRMINGHAM BANQUET.

else who can offer something along this line, by all means let the committee get it at the earliest possible date.

Many of the plans are already in hand and Wednesday is going to be "Some Night."

ANNOUNCEMENT EXTRAORDINARY

It gives the Programme Committee unusual pleasure to announce that Millie Pol-La-Lo has been secured for this convention entertainment. No expense will be spared to get unusual talent. This young lady will make New York gasp.

"She is not pretty but she is bewitching—

She cannot sing but she puts her songs across—

She has no figure but she makes you look twice."

Have you ever heard of a window trimmed with nuts? This will be a special demonstration feature for entertainment night. You won't laugh, you will scream. Further announcements of this special feature will be made in the next issue.

There will be many surprises for you on entertainment night. Watch for further announcements and if you have any suggestions to offer send them to

A. E. HURST,

Chairman of Programme Committee.

231 W. 39th St., New York City.

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Birmingham Elects Officers

THE BIRMINGHAM (ALA.) LOCAL of the I. A. D. M. is a live bunch. The members are all pulling together and getting some fine results in team work that would have been believed impossible a year or so ago. This local has been conducted in such a businesslike manner and the results have been so satisfactory that the display men have secured not only the recognition of the Business Men's League, but the hearty co-operation as well. The latter organization takes in all of the leading retailers in the city and has invited the display men to take a leading part in organizing and attending to all of the decorative details

of a big fashion show and floral parade that will be held this month. The display men are also closely affiliated with and working in co-operation with the Birmingham Ad Club. In fact, the display men of Birmingham now occupy a position of such importance as would not have been dreamed of two years ago.

The annual banquet of the display men was held January 26 at the Hillman Hotel and it proved to be not only a great success socially, but also a most important business meeting. There were in attendance twenty-six members of the Display Men's Association and two representatives of the Ad Club. The latter were Messrs. Bromfield Ridley, advertising manager of the *Birmingham News*, and O. S. Finch, of the *Birmingham Ledger*. Both of these gentlemen were later voted honorary members of the association.

Officers for the ensuing year were elected as follows: Sam Friedman, president; C. E. Derrick, vice president; James E. Wendel, secretary; S. Stewart Riddle, treasurer.

President Friedman succeeds Harry W. Hoile, who was instrumental in the organization of the body and whose efforts during the past year have accomplished much to put the display men in their present enviable position. As a token of his unselfish and untiring efforts in the past, President Friedman, on behalf of the association, presented Mr. Hoile with a handsome loving cup of silver. A photograph of the cup and another showing ex-President Hoile receiving the cup at the close of the banquet are shown here.

Bromfield Ridley, who is one of the leading advertising men of the city and who is using every means possible to promote a closer relationship and co-operation between the display men and ad men of Birmingham, installed the new officers and addressed the gathering in a short speech that will prove of considerable interest to every local association, as it strikes a new note.

Mr. Ridley pointed out the folly of force for accomplishing any good end. He said that the display men must accomplish their splendid purpose by educating the boss, the ad writer, the clerks in the store. They must gain their ends by earnest efforts toward co-operation, never failing to remember that any discord among the departments in

A New Sign Every Day

Copy can be changed in just a moment's time, and is far more attractive, more forceful than any ordinary sign or window card could possibly be. Fills a long felt want in modern merchandising. Prices are very low.

Our Art Sign Catalogue will be of great interest. Write today

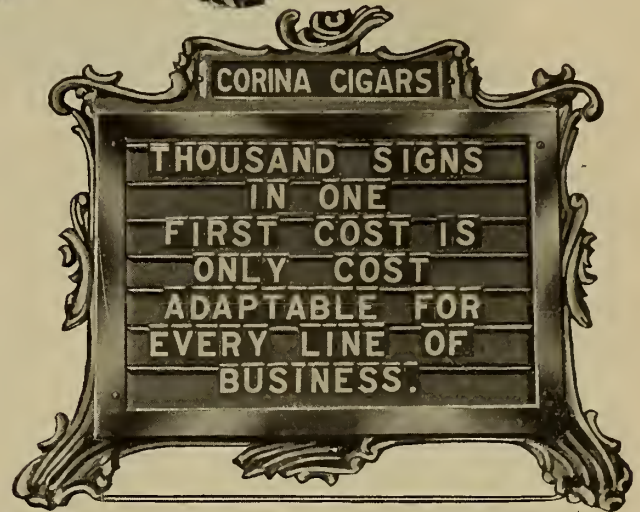
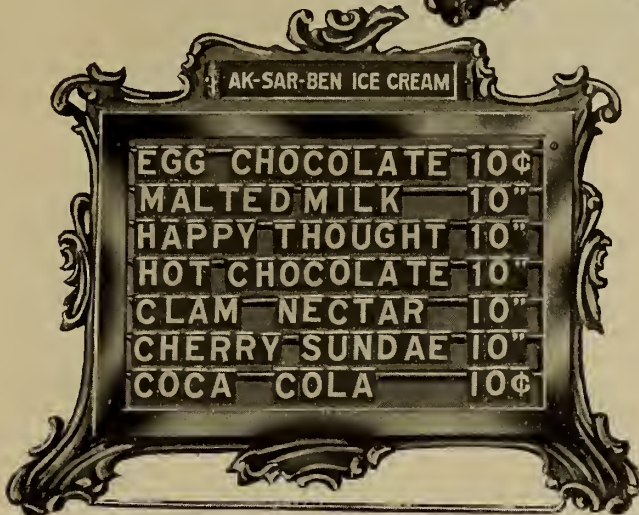
H. E. Winters Specialty Company
DAVENPORT IOWA



Interchangeable Art Signs

Illustrations shown here are made from photos of Winter's beautiful Art Interchangeable Sign Boards. Have individual character, appeal to people when they are in the mood to buy. Can be used for window display, counters, show cases, etc. Being made entirely of metal, they are absolutely indestructible. With each fixture we include 275 one-half inch steel letters, numerals etc., packed in compartment cases.

The first cost is the only cost



Strong's NEW 1915 CATALOG

at Before War Prices

Chas. J. Strong,
Founder



Let Strong's new catalog tell its own story, as it has in the past. New air-brush, payzant pen and modern brush alphabets pictured. Many new brush styles and other articles never before listed at BEFORE THE WAR PRICES, NO ADVANCE. We delayed getting out our catalog so we would be sure prices would not be raised. Here they are. Largest and most complete Book of Supplies for Sign and Card writers ever printed.

Write at once. Use the coupon.

Address: SUPPLY DEPARTMENT

Detroit School of Lettering

Chas. J. Strong, Founder Detroit, Michigan L. S. Strong, President

The Sign and Show Card Writer's Favorite Mail-Order House

Sign it. Mail it. Prof it.

Supply Dept.,
Detroit School of Lettering,
Detroit, Mich.

Gentlemen:—Please send me a copy of your new catalog picturing Blue Handle Brand Brushes and supplies for the sign and show-card writer.

Name

Address





BANQUET OF TWIN CITY DISPLAY MANAGERS' CLUB.

any business hurts everybody concerned—the boss, the ad man and the display man; that harmony got business, and business got better salaries for all.

The display man right now has to make up his mind to do the bulk of the co-operation; on his shoulders falls the burden of educating the other departments; he must accept this responsibility with earnestness, steady good humor and determination, knowing in his mind that he is right, and right has always won out in the end.

The speaker likened the manager of publicity to the general of an army. No general, he said, would attempt to carry out a campaign with only one branch of the service. He rightly demands infantry, cavalry, artillery, engineers, scouts, and as many other added helps to victory as he can get. So it should be with the publicity manager. He needs the newspapers; he must have the windows; he can use the billboards; well prepared circular letters frequently are necessary; and the salesmen in the store should be educated and trained as to their parts in carrying out the special sale campaign or the day-by-day selling that the other forces have brought to their counters.

Mr. Ridley complimented the Birmingham branch on the work they had accomplished during the past year. He said that they had established themselves on a firm footing as an important part of the publicity bodies of the city, ranking second to none in pride in their work, energy, intelligence and sales promoting. He urged a continuation of the policy that had done so much for the organization, and assured them of the co-operation of the other advertising organizations.

President Friedman made several interesting short talks, and suggested that some plan be arranged with the view of sending delegates from the Birmingham local to attend the convention of the International Association to be held in New York next August. This suggestion will be acted upon. It was also determined that for the next meeting an invitation will be extended to representative members of the Ad Club. Mr. Finch of the *Ledger* also made an interesting address, in which he complimented the display men upon their prominence in the business world.

Several meetings have been recently held at

the Chamber of Commerce, in which display men, ad men and merchants got together to perfect plans for the fashion show and floral parade. These events are to occur in the near future and, thanks to the full co-operation and team work, there is every evidence that they will completely eclipse anything of the kind ever attempted in the city before. The Birmingham display men are certainly to be congratulated upon the energy and ability back of their organization.

§ §

California Display Men Meet

SEVERAL MEETINGS OF IMPORTANCE have been held during the past few weeks by the California Display Managers and Window Trimmers' Association in Los Angeles. On January 7 the annual election of officers was held and the following were selected to preside during the ensuing year:

President, J. A. Jones, Jr., with Coulter Dry Goods Co., Los Angeles; vice president, Paul Lupo, with New York Store, Los Angeles; secretary, H. Buchanan, with The Mercantile Co., Long Beach; treasurer, J. M. Walters, with J. W. Robinson Co., Los Angeles. Vice President Lupo was also selected to act as head of the publicity committee.

On February 4 was held the monthly meeting and dinner, and at this time was planned a trip to San Diego for July 3, 4 and 5, at which time there will be held a banquet and entertainment given by the San Diego display men. At the February meeting J. A. Jones, Jr., presided and J. W. Amrath, an efficiency expert, was a guest of honor. Mr. Amrath made an excellent address on the display man's work and co-operation with the store departments. J. M. Walters gave a good talk on the importance of careful handling of merchandise by assistants.

B. C. Hampton spoke on the subject of efficiency in assistants. He stated that it had been his observation that the average assistant does not take enough interest in his work to become really competent, yet in a short time he believes himself to be a full-fledged display man and seeks a position

SIX in ONE—\$109.50 worth of \$45.00 Forms for

This Marvelous New Form with its multitude of uses comes out just in time to use for

Spring and Easter

THERE are nine separate pieces comprising this very latest form. These nine pieces can be used in making six complete forms and fixtures, as follows: First, a shirtwaist form used with or without wax head. Second, a full form standing with or without wax head and arms. Third, a seated full figure with or without wax head and arms. Fourth, a skirt form standing. Fifth, a skirt form, seated. Sixth, a metal T stand.

The complete set of 6 in 1 form comprises 1 wax head, a pair of half wax arms, 1 bust, 1 standing skirt form, 1 seated skirt form, 2 metal bases, 1 metal skirt form top, 1 metal T bar.

The introductory offer on this entire outfit, complete is \$45.00
If bought in separate pieces in the old way, would cost \$109.50



This illustrates the nine separate pieces that make up the 6 in 1 Form

Send
Your
Order
At
Once



This shows the six complete forms and stands that can be made from the nine pieces composing the 6 in 1 Form.

THIS set will enable you to get continuous use out of Every Part of the outfit at all times. Can be used to display waists, furs, neckwear, suits, coats, dresses, wraps, skirts and accessories, dress goods and silks. It is the most practical and most useful set of fixtures a store can have. You really can't get along without it.

Everything in Store Fixtures.

The Superior Brass & Fixture Co.
314-316 W. Jackson Blvd. Chicago, Ill.

Easter Show Cards and Supplies



No. 119. Easter cards, printed in three colors, on 8 ply coated Bristol Board.

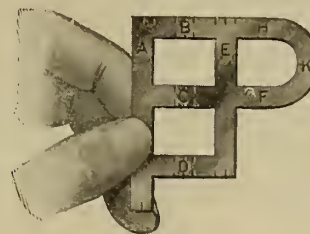


No. 123. Easter cards, printed in two colors, on 8 ply coated Bristol Board.



Koester Kard Colors

Comes in glass bottles or in our all-metal, unbreakable containers. Best card color on the market. Comes in all colors and sizes. Either gloss or dull finish. Big 2-oz. bottle15c



Koester Kard Tool

This patented "Poligraph" is the only tool ever designed for the lettering of show cards. Made of steel, nickel plated. Full instructions for its use go with every tool. Price postpaid.....25c

No. 119 is printed in three colors, yellow, green and black, and is the most beautiful example of card work possible to procure. Comes in the following sizes and prices:

Size A—2 x 3 inches—12 for 25c, 25 for 40c, 50 for 75c.
Size B—3½ x 5½ inches—6 for 25c, 12 for 40c, 25 for 75c, 50 for \$1.25.
Size C—5 x 7 inches—6 for 35c, 12 for 50c, 25 for 85c, 50 for \$1.50.
Size D—7 x 11 inches—3 for 25c, 6 for 40c, 12 for 75c, 25 for \$1.25.
Size H—11 x 14 inches—2 for 25c, 6 for 60c, 12 for \$1.00, 25 for \$1.75.

Write for information
on our New Course in
Card Writing Instruction

Write at once for our Mammoth Catalog of Card Writers' Supplies

The Koester School Supply Dep't
215 S. Market St. :: CHICAGO, ILL.

as such. Later he or his employer finds that he does not understand his business and he is back again looking for his old place as assistant. At the writing (Feb. 5) great preparations were being made for the spring fashion show which was to be held February 24-26, and which was believed would surpass any previous effort.

The California display men extend a hearty invitation to all Eastern decorators who are to visit the Panama Exposition to come to Los Angeles, where they are assured of an enthusiastic reception.

Official Headquarters

THE WALDORF-ASTORIA is probably the best known hotel in America, and the fact that it has been secured as the official headquarters for the convention of the International Association of Display Men next August should serve as an added inducement for display men from all over the United States and Canada to attend this big meeting. Situated on the most fashionable thor-



WEST FOYER, REGISTRATION ROOM.

oughfare in America, in the center of New York's greatest activities, this famous hotel makes an ideal headquarter for an international meeting of display men.

The Waldorf-Astoria has probably been the scene of more historic gatherings than any other hotel in the country, and the fact that the association was able to secure special rates within the reach of every visitor to the convention was only due to the influence brought to bear by the committee of the I. A. D. M. through the powerful Merchants' Association of New York, which has a membership of 3,700. The hall in which the convention will be held is the grand ballroom, which is 100 feet square and 40 feet high. This magnificent room has a special lighting and ventilating plant, will prove amply large and provide every convenience for the big gathering of display men. Two illustrations reproduced here show views of convention hall.

The exposition of manufacturers will be held in the Astor gallery, another large and beautifully decorated apartment that will prove sufficiently commodious to take care of the many exhibits that



WHERE MANUFACTURERS' EXHIBIT WILL BE HELD.

will be on view. The registration of members will take place in the west foyer. All of these rooms are on the second floor, so there will be no inconvenience through elevator service, which would otherwise be inevitable with so many visitors to carry up and down. Altogether the arrangements are ideal for a convention of display men.

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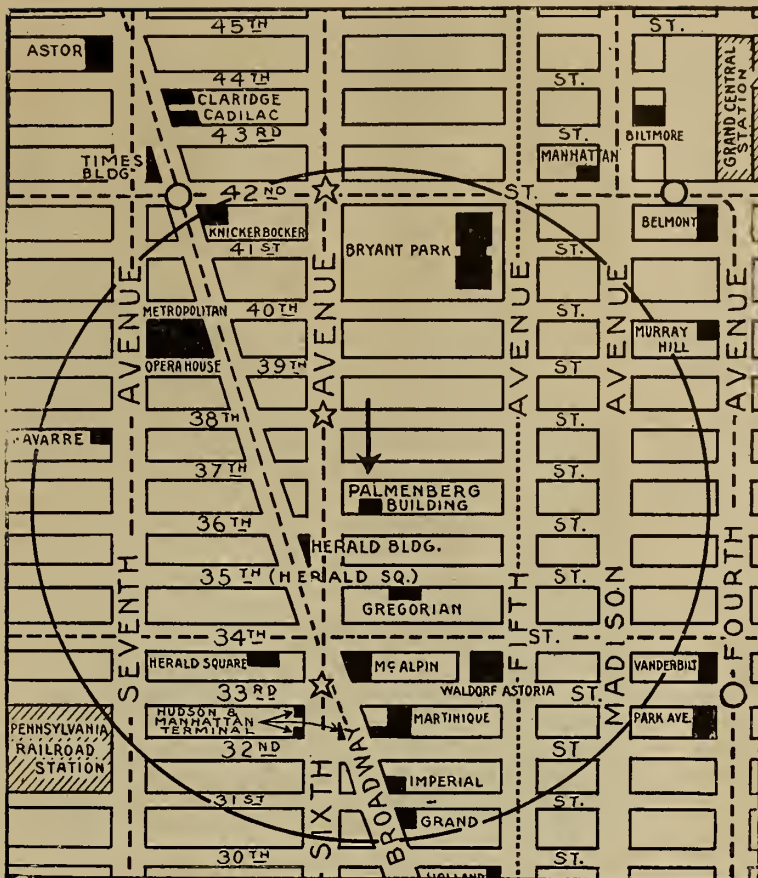
FUNNY PAPERS make a good deal of sport of what they call "counter jumpers." Nevertheless salespeople need not worry. A great many more department store workers than newspaper paragraphs are riding in automobiles.

× ×

IN EVERY BIG STORE, there is at least one man who fondly believes himself to be too big for the job he is holding and he generally manages through his manner to let this belief leak out at all times. If it is true that his job is too small, the best thing to do is to develop the job until it fits him. That is the quickest way to call the Boss' notice to his real worth.



SHOWING THE STAGE IN CONVENTION HALL.



The Palmenberg Building is an easy five minutes' walk from the greatest distance within the large black circle

We have removed our New York offices and salesrooms to

The Palmenberg Building
Nos. 63 and 65 W. 36th Street, (Herald Square.)

Twenty thousand square feet just for showing and selling.

Complete sample lines of the latest novelties and staples in—

DISPLAY FIXTURES (Metal and Wood)
DISPLAY FORMS WAX FIGURES
VALANCES ARTIFICIAL FLOWERS
REVOLVING FLAT FORMS
ADJUSTABLE SIGNS

All catalogues sent, freely upon application

J. R. Palmenberg's Sons

Established 1852

Factory, 89 and 91 West 3rd Street

NEW YORK

BOSTON
30 Kingston Street
110 Bedford Street

BALTIMORE
10 and 12
Hopkins Place

Spring Trims

MADE ATTRACTIVE BY USING

Compo Board

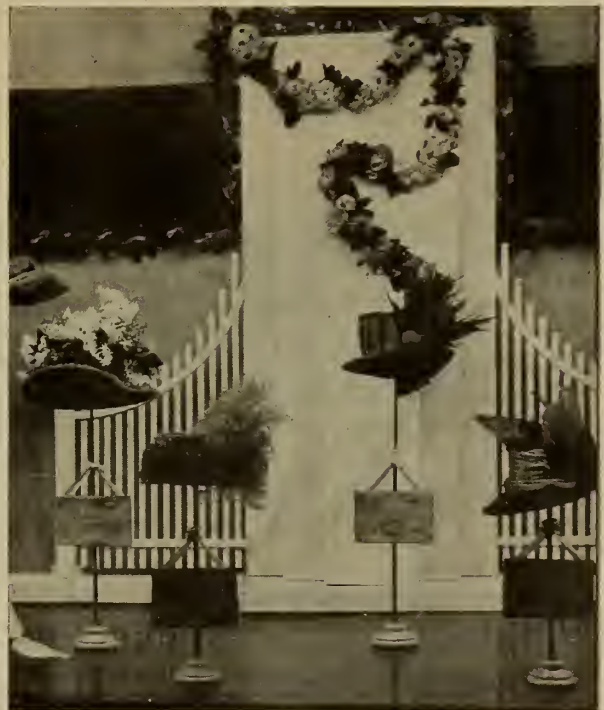
Compo-board is what you must have this season for properly working out your Spring or Easter back-ground scheme.

Compo-board is built with kiln-dried wood slats, as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

Compo-board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-board is not affected by heat or moisture, consequently, will not warp, buckle or split.

We publish quite an elaborately illustrated book, which is printed on the best of paper and tells in an interesting way all about Compo-board. Send for sample and copy of this book, it's free.

Northwestern Compo-Board Co. 1404 LYNDALE AVE., NORTH MINNEAPOLIS, MINNESOTA



Flower City Display Men Meet

AT THE FEBRUARY MEETING of the Flower City Association of Display Men of Rochester, N. Y., new officers were elected to fill the various offices for the ensuing year. The following are the names of those who will be at the head of this busy local during the coming year:

President, John F. Looch; vice-president, G. C. Boulton; secretary, Russell G. Scheer; treasurer, H. B. Martin; trustees, J. G. Bennett, chairman, E. M. Hart, W. C. Edwards; program committee, E. D. Pierce, chairman, H. B. Martin, J. G. Bennett; publicity committee, G. C. Boulton, chairman, W. E. Edwards, Z. N. Bates; membership committee, A. A. Indulged, chairman, T. E. Driscoll, C. J. Curtiss.

S S

Law for the Merchant

Every merchant should understand a certain amount of law—and the more he knows the better it will be for him. Of course, it is not expected that the merchant will practice law or serve as a legal advisor to his customers, but if he has a fair knowledge of the law so far it concerns his business, he will sometimes be saved a lot of trouble and expense. A knowledge of law is the best possible insurance against all sorts of legal entanglements. It is frequently the means of avoiding long and expensive litigation.

Nearly every big merchant has a fair understanding of those laws which have a direct bearing upon his business. Some of the leading Chicago retailers know quite as much general law applying to their business as the attorneys they employ for nearly every day something or other is coming up that may lead to litigation if it is not handled with discretion.

In these days the study of law is made extremely easy for any one who cares to take it up. It is taught



Plate No. 9141—An Auto Float decorated by Jos. Reich, for Joske Bros. Co., San Antonio, Texas.

This float led the parade and also had the distinction of capturing first prize. It represented the emblem of Joske Bros. Co., which is a star, as may be seen in the picture, with the monogram of the firm in the middle. A large horseshoe was placed in front as an emblem of luck. In the middle of this a doll was placed in a swing. Back of the horseshoe were two posts on which dolls were placed with streamers suspending a swinging doll, which cannot be seen in the picture. In the extreme rear was an arch under which a woman was sitting crowned with the Joske star. The boys and girls attending this float were all dressed in white. The color scheme was white and red.

by correspondence with remarkable success and any merchant or other store worker can use his spare moments to master sufficient knowledge of this profession to prove a wonderful assistance as well as a safeguard in his business.

The American Correspondence School of Law has prepared a home study course that will prove of special interest to the merchant or salesman. It is simple, practical and can be assimilated in a surprisingly short time. Complete information will be supplied to anyone addressing Dept. 6853, Manhattan Bldg., Chicago.

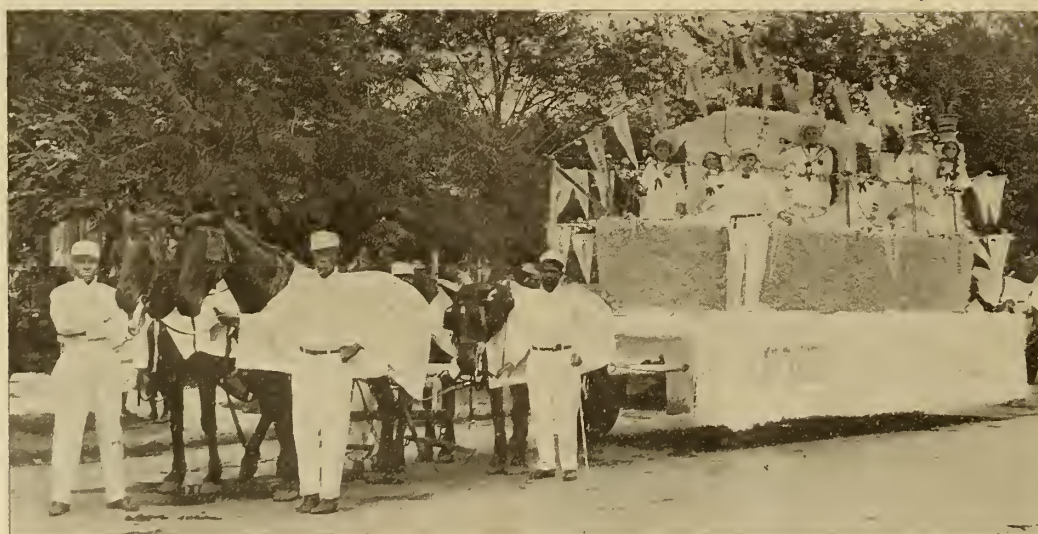


Plate No. 9140—A Float designed by Joseph Reich for Joske Bros. Co., San Antonio, Texas.

This float, which was built over a large wagon, was designed to represent Joske's "Ship of Commerce." The pennants, which were pink and white, were suspended from two poles bearing the name "Joske Bros." on one side and "The

Big Store" on the other. The sailors were all dressed in white uniforms. Their caps bore the letters "J. S. C.," which stood for Joske's Ship of Commerce. This float took the first prize.

CARTERS FAMOUS GREENS

for

Your Spring Display

Why buy artificial decoratives when you can get the result of nature's best handiwork and get it quick and save money, too? Put life into your window and interior displays this Spring by using the "real thing." Again we say, use "Carter's" famous greens.



Prompt service, lower prices and better goods—that's why the demand for Carter's Greens has been steadily increasing. You get good, clean stock, right from the woods. Order filled same day as received. Express Rates Lower Than Ever.

SOUTHERN WILD SMILAX

There is no finer decoration for Stores, Show Windows, Churches and Halls. Has wonderful lasting qualities.

Case No. 1 contains 600 sq. ft.	Price.....	\$4.50
Case No. 2 contains 400 sq. ft.	Price.....	3.50
Case No. 3 contains 300 sq. ft.	Price.....	3.00
Case No. 4 contains 200 sq. ft.	Price.....	2.50

LONG NEEDLE PINES

A beautiful and novel decoration; large, dark, glossy needles; beautifully marked stems.

Price, per dozen.....	\$1.25
Per 100	7.00
Chamaerop Palm Crowns.....	Per doz. 2.00
Chamaerop Palm Leaves.....	Per 100 2.50
Sabal Palm Leaves, the large kind.....	Per 100 2.50

MAGNOLIA FOLIAGE

Very fine in decoration, put up in same size cases as Smilax, at same price.

Gray Moss, per sack of 15 lbs.....	\$2.00
Fadeless Green Sheet Moss, free from trash or sticks; per sack of 100 sq. ft.....	4.00
Laurel Festooning, Heavy Grade, 6c per Yard	

Geo. M. Carter

Write for Catalogue.

Evergreen, Alabama

Feldman's Flesh Color Enameled Suit and Waist Forms

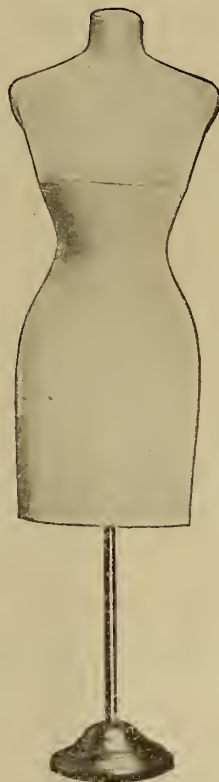
WE now have an extremely attractive new dull finish enamel, flesh color and washable —also continue the smooth finish polished enamel.

New models in both suit and waist forms for the current season.

Write us for full information and prices.

**L.A. Feldman
Fixture Co.**

738 Broadway, N. Y.



Spring Decorations

READY FOR DELIVERY

Low Prices

Best Quality

Ask for Our New 1915 Catalogue
Showing New Original Designs



**Fireproof
Muslin Vines**
\$5.00 per gross up.

Easter Lilies
\$15.00
per 1000 up.

**Apple Blossom
Branches**
\$5.00 per gross up.

**Apple
Blossoms**
30c per gross.

Natural Preserved, Fireproof MAIDEN HAIR FERNS

Any color—Green, Pink, Blue, Yellow or Lavender,
large size sprays.

Per 100 sprays \$5.50.

Per 1000 sprays \$47.50.

J. HARTWIG COMPANY

The House of Originality
Manufacturer and Importer of Art Decorations
28-32 Pellington Place BROOKLYN, N. Y.
Show Room, 738 Broadway, N. Y.

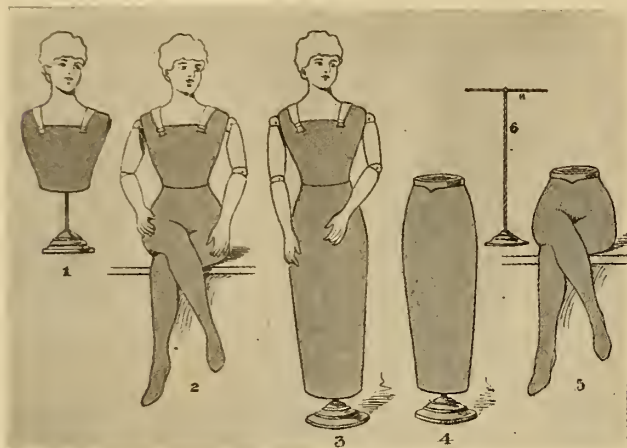
For Our Advertisers

A Six-in-one Form

A year or more ago there was placed on the market a new style of form, called the three-in-one form. It had the great advantage of being separated at the waist line so that it could be used as a full form, or, by separating it, as two: the upper part for a waist form and the lower part as a skirt form.

The newest development of this practical idea is to furnish an additional lower portion of crossed legs, and a cross bar to use on the metal base which is otherwise used for the base of the waist form.

The illustration shows the various parts which comprise the complete outfit that may be termed a six-in-one



FIXTURES MADE WITH SIX-IN-ONE FORM.

form and the six different complete fixtures which can be made from this one set of parts.

Figure 1 shows the waist form made from head, bust, and base. Figure 2 shows a seated form made from head, bust, arms and legs. Figure 3 shows a full form made from head, bust, arms and skirt form. Figure 4 shows a standing skirt form made from base and metal skirt from top. Figure 5 shows a seated skirt form made from the legs and the metal top. Figure 6 shows a metal T-stand made from base and cross bar. Each one of these complete fixtures can be used at all times, so there is always continual use for some parts of this outfit. The seated and standing figures can be used both for showing ready-to-wear or for showing the new drapes of fabrics made up to represent complete garments.

The shirt waist form can be used for showing furs, neckwear, and silks draped to represent waists. The skirt forms, both standing or seated, besides being used to display skirts can be used to drape fabrics in imitation of skirts.

This admirable new form has just been placed on the market by the Superior Brass & Fixture Co., 318 W. Jackson Blvd., Chicago.

✕ ✕

Valances and Shades

No matter how well a show window may be decorated, it cannot produce the best results unless it is finished complete from top to bottom. The display man will attend to the lower part of the window but it is up to the merchant to make the top presentable by means of a valance or puffed shade. All of the best stores everywhere now use valances or puffed shades to finish off the tops of their windows. The cost is not great

and the difference in appearance is so marked that no live retailer handling good merchandise can afford to leave the upper part of his windows bare.

Those who are considering valances or shades will find much to interest them in a little portfolio of designs that has just been issued by the Art Window Shade Co., 2411 North Halsted Street, Chicago. This company specializes in this class of merchandise and manufacture the product themselves. A considerable variety of attractive designs are shown and if these should not meet with the requirements of the merchant, additional sketches will be made and submitted. The workmanship and all materials used in the products of this firm are fully guaranteed.

✕ ✕

Soda Fountain for Fine Store

In Fort Wayne, Ind., there has just been completed plans for what is to be one of the handsomest confectionery stores in the country. It will be owned by Mr. A. C. Aurentz and will prove one of the show places of the city. The new room is to be unusually large and airy and the equipment modern to its smallest detail. One of the most notable features of this notable establishment is to be the handsome soda fountain which will be twenty-four feet in length and a work of art combined with the greatest possible convenience and utility. This fountain will be made and installed by the Walrus Manufacturing Company of Decatur, Ill. It was sold through the Fort Wayne Drug Co., which is the local distributor for the Walrus Mfg. Co. Incidentally it may be stated that the handsome soda fountain in the present store of A. C. Aurentz and which has been a show piece for Fort Wayne, was installed by the Walrus Mfg. Co. ten or twelve years ago. It is in just as good working order as it was the day it was put in and would serve its purpose perfectly for many years to come, but the enlarged store calls for a much larger fountain than the old one. Hence the change. The new Aurentz store will have a soda parlor with a comfortable seating capacity for one hundred and fifty people.

✕ ✕

Speed-Ball Pens

The Speed-Ball lettering pen that is being distributed by Ross F. George, 300 Boston Block, Seattle, Wash., is attaining a remarkable popularity among show card writers. The unusual part is that it meets the approval of the beginner as well as the most experienced card writer. The remarkable ease with which it can be manipulated makes it fast enough to suit any one. Here is what C. Walter Johnson of Jackson, Miss., says about the Speed-Ball:

"For the past two weeks I have been experimenting with the 'Speed-Ball Pen,' the latest from the Pacific Coast, and the results I have obtained were far beyond my expectations. I have tried them all, but none compare with this pen for speed and ease of operation."

✕ ✕

Complete Display

"Complete Display," the monthly display magazine issued by Hugh Lyons & Co., Lansing, Mich., is a mighty good book for any display man to have. The second issue has been received and it is filled from cover to cover with interesting information and clever ideas as to how to display merchandise of all kinds. It is a review of the best ideas appearing in the various trade journals and also has plenty of good original matter. "Complete Display" is issued for free distribution among retail stores and is well worth asking for.

Colonial Hat Stands

Finished in Gold Bronze or Old Ivory, with the detachable bases, and cork bottoms.

Sizes 24", 36", 48" and 60"

Price per dozen, either in one or assorted sizes..... **\$36.00**

Colonial Pedestal Top Stand

Finished in the Gold Bronze or Old Ivory, to match the Colonial Hat Stands, also with the detachable bases, and cork bottoms.

Size 24" only, with a 9" top

Price per dozen..... **\$36.00**

Colonial Pedestals 18" high, finished in Gold Bronze or Old Ivory at **\$4.00** each

Colonial Hat Stand

Terms—2% in 10 days, net 30 days
F. O. B. Baltimore

These stands can be used both in Womens' and Men's windows, as the stands are made either with the picture, casted face or floral design.



Colonial Pedestal Top Stand

High Art Fixture Company
222 North Gay Street Baltimore, Md.

Plan Your Spring Windows from This Portfolio



Twenty-two Full Page Drawings fully described

By M. P. Staulcup

Practical and Economical Decorations

Price Only \$1.00 Postpaid

Book Dept.

The Merchants Record Company
431 SO. DEARBORN ST. CHICAGO



Here's More Business and Bigger Business

My Spring scenic paintings, window backgrounds and air-brushed blanks make your windows 100% efficient — they all but *sell* your merchandise, creating the purchasing desire in passers-by.

Make a record this Spring! Make your windows pay big dividends!

Send for my handsome Spring folder, which illustrates and describes many handsome, trade-winning designs. Ask, also, for my catalog on "Perfect Stroke" Brushes and Supplies.

Write for details concerning my Profit-Sharing Offer.

BERT. L. DAILY
Dept. E-3 DAYTON, OHIO



"Window Card Writers' Charts"

A series of elementary lessons for the beginner in card writing. The charts contain practical instructions for the beginner. They consist of 17 heavy cards, 8½ x 11 inches in size, printed in **six colors and bronze**, together with 16 sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Beautifully illustrated in colors. Sent prepaid to any address upon receipt of **\$1.50**.

THE MERCHANTS RECORD CO.
315 Dearborn Street, CHICAGO

A Remarkable Prize Contest

Every one of the thousands of display men who read this journal will take a lively interest in the announcement of the Prize Window Display Contest that is now being conducted by the Rice Leaders of the World Association of New York. There have been many important window display contests in the past in which large sums of money have been offered for the best work by display men but never before has there been a contest with so wide a scope that practically every display man in the country can become a contestant.

The great variety of lines of merchandise represented by the products of the Rice Leaders combined with the liberal terms of the contest make it an easy matter for anyone to compete. Unquestionably this competition will be taken part in by thousands of display men.

This association, of which the founder and president is Mr. Elwood E. Rice, is an organized, co-operative movement among different lines of industry to demonstrate to dealers and the consuming public the quality and desirability of the distinctive products of members of the association.

The membership comprises a large number of the best known firms. These will be found complete in the advertisement and it will be noted that many of the products are carried by retail stores. Even if his store does not carry the lines listed, the live display man will not necessarily be debarred from the contest on that account, as he can undoubtedly find in his city dealers who carry the lines and having no display man will be glad to have him decorate their windows, thus giving him a chance at one or more of the prizes.

These great business concerns are identified as members of the association, through the emblem, which is largely used by them in their publicity. It visualizes the business principles of members of the association, which also are the qualifications for membership.

Among the several interesting and practical association services is one having special interest for merchants and display men in all lines of business. It is a window display competition in which \$15,000 in cash prizes are offered to dealers making window display of the products of members of the association. There are 463 cash prizes in this contest, the first being \$2,000, the second \$1,000 and the third \$500, etc. The prize-winning window displays will be judged from photographs sent in to the association, and the judges will be recognized, competent and impartial authorities on window display who will make their selections solely upon the merit of the competitors' displays. The names of these judges will be published in due course.

A feature of interest is introduced into this competition, whereby all contesting dealers, whether or not prize winners, will receive, after the close of the contest, an album containing reproductions of 100 of the prize-winning window displays. This album, used as a text book, will be an invaluable guide, counselor and friend to merchants and display men all over the country. By referring to this album they will be able to gain ideas and inspirations for making future window displays. It will show them how other dealers have secured utmost efficiency from their windows, and they, by adapting the ideas embodied in that album to their own individual requirements, will be able to get the benefit rightly due to them from properly arranged window displays in their stores.

Strong's 1915 Book of Supplies

The Detroit School of Lettering wish to announce that after repeated delays due to the disturbed conditions abroad affecting the artists' materials line, their new catalog is now ready for distribution among the lettering fraternity. Hundreds have been mailed, and hundreds are being mailed every day, to all leading sign and show-card shops throughout the United States and Canada. It is the most complete book of its kind ever issued. One hundred snappy, well-illustrated, easy-to-read pages, 160 drawings and photographs, picturing Strong's Celebrated Blue Handle Brand Brushes and Supplies.

All the favorite brushes of the sign writer are listed. The improved "Made in the U. S. A." brushes, along with our regular line of imported brushes, are all numbered and priced in convenient form for instant reference. Many new devices and especially designed tools and the latest text books are listed. The best pens for the card writer, with alphabet for each, are shown. A mine of valuable information for the man who wishes to educate himself to the best standards. Mr. Strong, manager of the Supply and Service Department, invites every sign and card writer to write for this catalog. Make it a standard reference and recognize it as a safe and economical guide in buying lettering tools and materials. The book will be sent prepaid to any address.

✂ ✂

Improvement in Garment Hangers

J. R. Palmenberg's Sons are offering the garment trade and dealers in general a beautiful and useful article in a light-weight hanger. It is made of the lightest but strongest woods practical, and comes in hues and tints to match the colors of the mode. The hangers are exquisitely enameled and the finish is applied by a method which insures its durability. One style is provided with rubber buttons or tips which prevent any garment from slipping off. Thus a waist, etc., is held securely without the necessity of buttoning. For the men's trade are enameled hangers in suitable colors, including a very handsome black. These make very good articles for gift-advertising, as the merchant's name, etc., may be beautifully and unobtrusively printed on the enamel in gold or silver. A booklet telling about this feature of their business will be sent freely upon application to the Messrs. Palmenberg.

✂ ✂

Ber-Zer Products

The Ber-Zer Studios of Dayton, O., have just issued a little book that will interest every display man and show card writer. It contains quite a variety of attractive designs for scenic panels, screens, backgrounds and other features that will help the window dresser to make his displays more attractive. There are also many handsome designs of air brushed cards that will appeal to the critical card writer. Ber-Zer products for the window dresser and card writer have won a high reputation for their attractiveness and the moderate prices at which they are sold place them within the reach of all.

✂ ✂

J. T. Keeney with C. L. F. Co.

Mr. J. T. Keeney has joined the Curtis-Leger Fixture Company sales force. He will remain in Chicago as house salesman. For the past two years he has been with the Barlow Mfg. Company at Holyoke, Mass., in their sales department, also as assistant manager in the office and factory.

Mr. Keeney has had valuable experience in the eastern field and the Curtis-Leger Company expects him to render valuable assistance in Chicago. Mr. Keeney has a great many friends among the merchants and window trimmers, especially through the east.



Show the Spirit of the most charming Season by using Ber-Zer Scenic Paintings

In your Spring Displays

AIR BRUSH BLANKS and PRICE TICKETS

A Speciality

The Latest Creations

All New Designs

3 Air Brushed Spring Cards (7x11) 25c in Stamps

Send for our Illustrated Booklet today

Special offer this month on all Brushes, Colors, and Supplies. We also sell the Famous "SPEED-BALL" Lettering Pens

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BER-ZER (Incomparable) PRODUCTS

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Lignine
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Carvings

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Help
Create
Easter
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Beautiful

Practical
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Thirty-Nine Page Catalog and Sample Free

Ornamental Products Company

52 Fourteenth Avenue

Detroit, Mich.

BEAVER BOARD FOR WINDOW TRIM

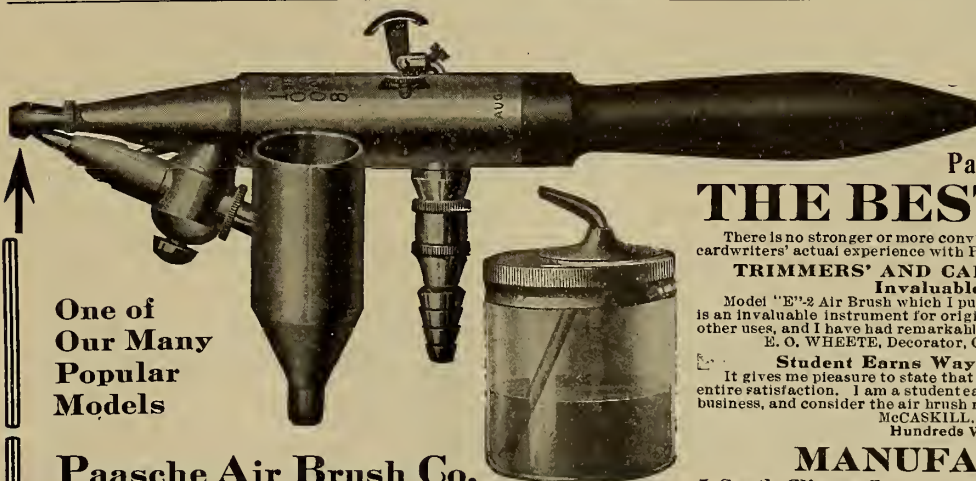
What BEAVER BOARD Will Do
Background, cut-outs, columns, pedestals, trays, boxes, screens, unit forms, shelves, platforms, dividers, signs, mummy forms, model houses, pilasters, display booths, lattice-work.

The possibilities of BEAVER BOARD in the hands of a resourceful window designer are unlimited. He finds it the best workable material to carry out his ideas.

The Beaver Board Companies
United States: 626 Beaver Road, Buffalo, N. Y.
Canada: 826 Wall Street, Beaverdale, Ottawa.
Great Britain: 4 Southampton Row, London, W. C.



This free booklet "BEAVER BOARD for Window Trim" is full of practical suggestions for the window trimmer. A new edition is ready. Write for it today.



One of
Our Many
Popular
Models

Paasche Air Brush Co.

Paasche's 3 in 1 Air Brushes THE BEST OF THEM ALL

There is no stronger or more convincing argument than the trimmers' and cardwriters' actual experience with Paasche's Air Brushes.

TRIMMERS' AND CARDWRITERS' OPINION

Invaluable Instrument

Model "F" 2 Air Brush which I purchased from you several months ago, is an invaluable instrument for original and effective show cards as well as other uses, and I have had remarkable success with it.

E. O. WHEETE, Decorator, Care Pegram D. G. Co., Muskogee, Okla.

Student Earns Way With Paasche Brush

It gives me pleasure to state that your Model "F" 2 Air Brush has given entire satisfaction. I am a student earning all my expenses in the card writing business, and consider the air brush most indispensable for my work.

McCASKILL, (The Student Sign Man), Austin, Texas.
Hundreds Write Likewise

MANUFACTURERS

5 South Clinton St.

CHICAGO, ILL.

Send for latest circular of complete outfits



KADY SUSPENDERS

are favorites with American men. Their neatness, lightness, comfort and wearing qualities make them ready sellers wherever they are displayed.

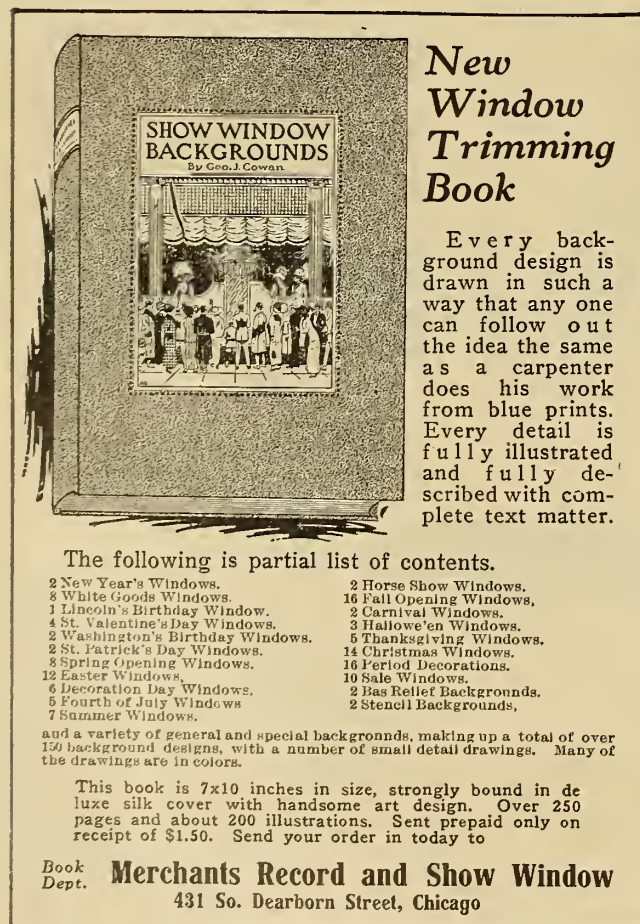
The Double Crown Roller
a clever device concealed in the back automatically adjusts the shoulder bands to conform to every movement of the wearer.

With Kady suspenders there is never the slightest discomfort—no chafing, binding or pulling on the buttons. No complex cords and pulleys to get out of order.

Kady Suspenders are made in many attractive patterns of the finest quality elastic webbing. Every pair is guaranteed to the user.

Retail at 50c and 75c
Prices to Dealers \$4.00 and \$4.25 the dozen
Salesman or Catalogue sent on request, or ask your jobber.

Makers of all kinds of Suspenders, Belts and Garters
THE OHIO SUSPENDER CO., Mansfield, Ohio



New Window Trimming Book

Every background design is drawn in such a way that any one can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

The following is partial list of contents.

2 New Year's Windows.	2 Horse Show Windows.
8 White Goods Windows.	16 Fall Opening Windows.
1 Lincoln's Birthday Window.	2 Carnival Windows.
4 St. Valentine's Day Windows.	3 Hallowe'en Windows.
2 Washington's Birthday Windows.	5 Thanksgiving Windows.
2 St. Patrick's Day Windows.	14 Christmas Windows.
8 Spring Opening Windows.	16 Period Decorations.
12 Easter Windows.	10 Sale Windows.
6 Decoration Day Windows.	2 Bas Relief Backgrounds.
5 Fourth of July Windows.	2 Stencil Backgrounds.
7 Summer Windows.	

and a variety of general and special backgrounds, making up a total of over 150 background designs, with a number of small detail drawings. Many of the drawings are in colors.

This book is 7x10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of \$1.50. Send your order in today to

Book Dept. **Merchants Record and Show Window**
431 So. Dearborn Street, Chicago

Books Slightly Damaged

Upon going through our stock of books, we find quite an accumulation that for one reason or another have been laid aside as not being perfect and suitable for shipping out at the published prices.

The accumulation consists of the following well-known standard books:

Art of Decorating Show Windows and Interiors \$3.50 . . half price **\$1.75**

Hardware Window Dressing \$2.50
Half price **\$1.25**

Sales Plans \$2.50
Half price. **\$1.25**

The contents of each and every book in the above list is clean and complete, only slight damage can be found on any book. Occasionally a cover has become slightly faded from exposure in the show window, another has a slight scratch, while the print on the cover of another may be a little imperfect, but to clean out this stock, we will accept **just half price** and upon receipt of remittance, prepay to any address any of these books ordered.

This is a rare opportunity to get standard books that are all right for practical purposes, at just half their actual value. There is but a limited supply, consequently, you are urged to send in your order with remittance at once to

The Merchants Record Co.
431 South Dearborn Street - - - Chicago

The New "Speed-ball"
broad-stroke lettering pens are now
being manufactured in the U.S.A.

-place your order now—
For delivery when ready.

Set of 5-Sizes \$1.00

including book of speed-ball pen alphabets, instructions, decorations, border designs, ink formulas etc.etc.

Special Dealers Discounts.

Gordon & George. Boston Block. Seattle, Wash.



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72-Page

Air Brush Catalog

THE WOLD AIR BRUSH ART SHOP

716 W. Madison St., Chicago, U. S. A.

RELIABLE
PRACTICAL
DURABLE

SPRAYERS
AIR
COMPRESSORS



Be Particular

about the Display Fittings you
select for your Spring
Opening Windows

You may show the finest merchandise, the general plan of the trim, the color scheme, etc., may be perfect: but if you have used old-style Fixtures and out-of-date Forms, the real effectiveness of your display will be lost.

Why not write us today, for catalog of Fittings which will properly show the new goods? The book is free.

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No. 79-B Race Street

HOLYOKE, MASS.

Let Nature Have Predominance
Decorate with Evergreens

Unsurpassed for natural beauty and fragrance

Balsam or Spruce	-	-	4 cents per lb.
Cedar	-	-	6 cents per lb.
Pine	-	-	8 cents per lb.

Chemically treated to set pitch

Samples on Request. We will allow a discount of 40% on all orders amounting to \$5.00 or more, when remittance is accompanied with a photograph and a concise description showing how our material was used.

Northwestern Evergreen Co., CLOQUET, MINN.

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WINDOWS and BACKGROUNDS**

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Cretonnes, Tapestries
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Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS



COMMERCIAL LETTERING PENS—Cardwriters' and Merchants' Rapid One-Stroke Lettering

Pens for lettering off-hand your own Show Cards, Posters, Price Tickets, etc. It is easy to do **Rapid, Clean-Cut Lettering** with our Improved Lettering Pens.

Practical Lettering Outfit consisting of three Marking and three Shading Pens, together with two shades of Lettering Ink, sample Show Card, complete instructions, figures and alphabets, prepaid at the special introductory price of \$1.00. Practical Compendium of Commercial Pen Lettering and Designs, new and enlarged, 100 pages 8x11, printed in colors—a complete instructor in Commercial Pen Lettering and Designing—in addition to which this book also contains a large list of Advertising Phrases, suitable for Show Cards, Posters, etc., prepaid, \$1.00. Complete catalog of Lettering Supplies free.

THE NEWTON AUTOMATIC SHADING PEN COMPANY, DEPARTMENT D, PONTIAC, MICHIGAN, U. S. A.

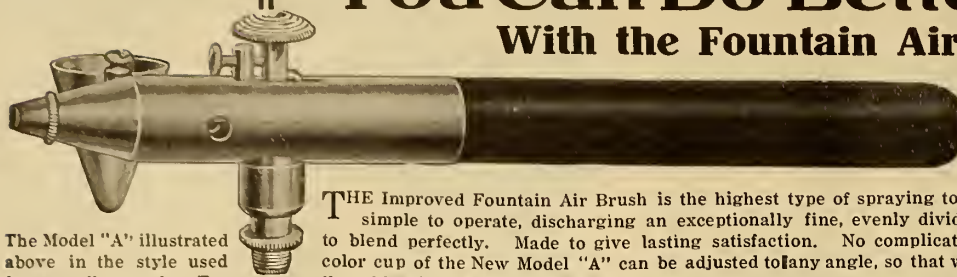
ADJUSTABLE WINDOW REFLECTOR FOR SHOW WINDOWS

Especially designed for use with The Tungsten Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

American Reflector & Lighting Co.
517 Jackson Boulevard, Chicago



You Can Do Better Work With the Fountain Air Brush



**The Original Pencil-
shaped Air Brush**

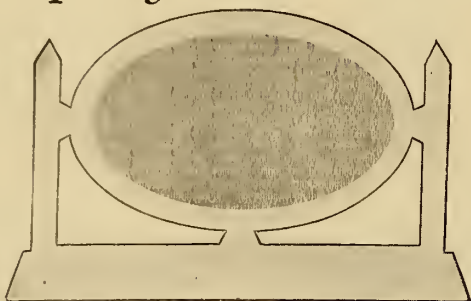
The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, Chicago

Spring Show Cards



Window Cut-outs ready to letter on

**Buy Direct from the Maker
and
Save Money**

Mat Board - Show Card Board
Over 150 Kinds and Colors

We manufacture to suit your needs
and also give you close-mill prices

Big Sample Folder Free—Write Us

National Card, Mat & Board Co.

Sole Makers of



W. Superior St. - - - - - Chicago, Ill.

Cardwriters Pure Red Sable One Stroke Flat Brush

*For a clean stroke letter
it has no equal.*

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.

Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1915 Folder showing full line at a glance.

Now Ready

J. F. Eberhard & Son
Dept. R., 298 Pearl St. NEW YORK.



Your Choice of These Five Great Books Free

"One Hundred Good Holiday Displays"
"One Hundred Good Alphabets for Show Cards"
"One Hundred Good Displays of Women's Ready to Wear"
"One Hundred Good Men's Wear Displays" Second Edition
"Outdoor Decorations"

These books are for the exclusive use of subscribers to—

**MERCHANTS RECORD
and SHOW WINDOW**

Price \$2.00 a Year

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The Merchants Record Co., Publishers

431 So. Dearborn Street

Chicago, Ill.

Books must be ordered when cash subscription or renewal is sent in.

Each two dollar subscription entitles you to any one book. Your choice of any two books on receipt of four dollars for your own subscription and one other. Send us your renewal and \$2.00 stating which book you wish us to send postpaid and absolutely free.

Wants, For Sale, Etc.

All Notices under this Department, \$1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.


FIFTY CENTS IN CASH OFFERED FOR ONE copy of November, 1913, issue of MERCHANTS RECORD AND SHOW WINDOW. We will pay the above price to the first subscriber writing in and offering us a copy in good condition. Do not mail in the copy, but write us first. Address Merchants Record and Show Window, Chicago.

POSITION WANTED—Experienced window trimmer and card writer wishes change of position. Would like to communicate with some progressive department store which is looking for a good man. Good reference as to character and ability. Willing to start in with \$22.50 a week. Address Box 247, care Merchants Record and Show Window.

WANTED—Window trimmers and cardwriters to answer this: How many times have you stood dumbfounded in a window, wondering whether this color harmonizes with that or not? I have a book on Contrast and Harmony of Colors especially adapted for window trimmers and cardwriters. Give Contrast and Harmony a thought—how much do you know about them? Book sent postpaid to any address for 35 cents. Utz Color Company, 806 Waco Ave., Wichita, Kans.

CARD WRITERS—Before you order your next brushes, send for our large 48-page catalogue, which is full of valuable information for card writers. Enclose 2c stamp to Desk M. The Card Writers' Supply Co., Galesburg, Illinois.

WESTERN POSITIONS open throughout Rocky Mountain and Pacific Coast states for window trimmers, card writers, advertising men; also for salesmen and department managers in dry goods, clothing, shoes and all lines of general merchandise. Attractive salaries. Write for information. Business-Men's Clearing House, Denver, Colo. Southern Branch Office, Albany, Ga.



LEARN THE PLASTER PARIS ART
Send for this outfit

BOOK. The Art of Casting Ornamental Plaster Paris Designs showing how to make the original models from which the casts are taken.
Complete Formula how to make the gelatine molds. With directions.
Liberal supply of materials used in making the gelatine molds.

Price for complete outfit - - \$1.50
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PATENT ATTORNEY
Loan and Trust Building, Washington, D. C.

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PERSONAL ATTENTION ESTABLISHED 25 YEARS



A Revolving Display Table in Your Window
Will Bring Business

Write for catalog of Tables, Counter-shafts, Pulleys, Reducing Gears, etc.

WINFIELD H. SMITH
8 Lock Street Buffalo, N. Y.

Index to Advertisers.

"Advertising World"	69
"Air Brush Designs"	00
American Correspondence School of Law	5
American Lithographic Company	55
American Luxfer Prism Company	12
American Reflector and Lighting Company	69
"Annual Prize Contest"	00
"Art of Decorating"	68 and 72
Art Window Shade Company	Inside Front Cover
Baldwin, J. L., & Co. (Cash and Package Carriers)	1
Barlow Company	69
Baumann, L., Co.	45
Beaven, E. A.	9
Beaver Board Companies	67
Ber-Zer Studio	67
Bodine-Spanjer Company	51
Botanical Decorating Company	15
Brager, B., & Sons	14
Caldwell the Woodsman Co.	49
Carter, George M.	63
Chicago Display Managers School	53
Chicago Mat Board Company	8
Compo-Board	61
Curtis-Leger Fixture Company	Back Cover
Daily, Bert L.	65
Detroit School of Lettering	57
Diamond Show Case Co.	14
"Draping Book"	00
Eberhard, Joseph F., & Son	70
Economist Training School	47
Feldman, Leo A., Fixture Co.	63
George, Ross F.	69
Great Western Fixture Works	13
"Hardware Window Dressing"	68-72
Hartwig, Joseph, Co.	63
High Art Fixture Co.	65
How to Get Trade	72
Illinois Show Case Works	4
International Correspondence Schools	55
Irabar Company	71
Johns-Manville, H. W., Co.	4
Kawneer Mfg. Co.	13
Kempf, Van Dresser Co.	52
Koester School, The	43 and 59
Lyons, Hugh, & Co.	6
Moore, Wm. N.	71
National Card Mat and Board Co.	70
Netschert, Carl	12
Netschert, F., Co.	Inside Back Cover
Newman Mfg. Co.	14
Newton Automatic Shading Pen Co.	69
Northwestern Compo-Board Co.	61
Northwestern Evergreen Co.	69
Norwich Nickel & Brass Co.	Inside Front Cover
Ohio Suspender Co.	68
Onken, Oscar, Co.	7
Ornamental Products Co.	67
Paasche Air Brush Co.	67
Palmenberg's, J. R., Sons	61
Piqua Bracket Co.	8
Quincy Show Case Works	8
Rauch, F. A., Co.	69
Rice Leaders of the World Assn.	2 and 3
"Sales Plans"	68-72
Schack Artificial Flower Co.	10 and 11
"Show Window Backgrounds"	68
Sketches of Backgrounds	65
Smith, Winfield H.	71
"Store Management" Complete	00
"Strong's Book of Designs"	00
Superior Brass and Fixture Co.	59
Thayer & Chandler (Fountain Air Brush)	70
Walrus Mfg. Co.	14
Wants, For Sale, etc.	71
Welch Mfg. Co.	16
Wilmarth Show Case Co.	16
Winters, H. E., Specialty Co.	57
Wold Air Brush Art Shop	69

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431 So. Dearborn Street, Chicago, Ill.

"Merchants Record and Show Window"—Illustrated.

Published monthly. Subscription \$2.00 a year for the United States and possessions, also Canada, Cuba and Mexico. To other countries, \$3.00 a year. Only publication of the kind in the world. Fifteenth year. Over 18,000 readers monthly.

"The Art of Decorating Show Windows and Interiors"

Fourth Edition, Completely Revised.

The most complete work of its kind ever published, 410 pages, 618 illustrations. Covers to the smallest detail the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, Electrical Wiring, in fact, everything of interest to the modern, up-to-date merchant and decorator. Sent prepaid to any address upon receipt of \$3.50.

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300 Illustrations and Diagrams.

The only book ever published on window dressing for the Hardware Store. There are complete descriptions with diagrams showing every phase of the work. The displays illustrated are adapted to all kinds of stores and all kinds of windows from the largest to the smallest. Anyone who will follow the directions can put in

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A series of elementary lessons for the beginner in card writing. Beautifully illustrated in colors. The charts contain practical instructions for the beginner. They consist of seventeen heavy cards, 8½x11 inches in size, printed in six colors and bronze, together with sixteen sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Sent prepaid to any address upon receipt of \$1.50.

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"Window Card Writers' Charts," prepaid, and Merchants Record and Show Window, one year	3.00

Above offers apply to renewals to MERCHANTS RECORD AND SHOW WINDOW as well as new subscriptions. Only one book at reduced price with each yearly subscription. NOTE—Add \$1.00 to "Special Combination" prices where \$3.00 (foreign) subscription rate to Merchants Record and Show Window applies.

FREE—TO NEW SUBSCRIBERS

(Not for Sale)

We have prepared with great care and at considerable expense three portfolios, which we are sending postpaid to anyone sending us new paid in advance yearly subscriptions. The titles of these books are as follows:

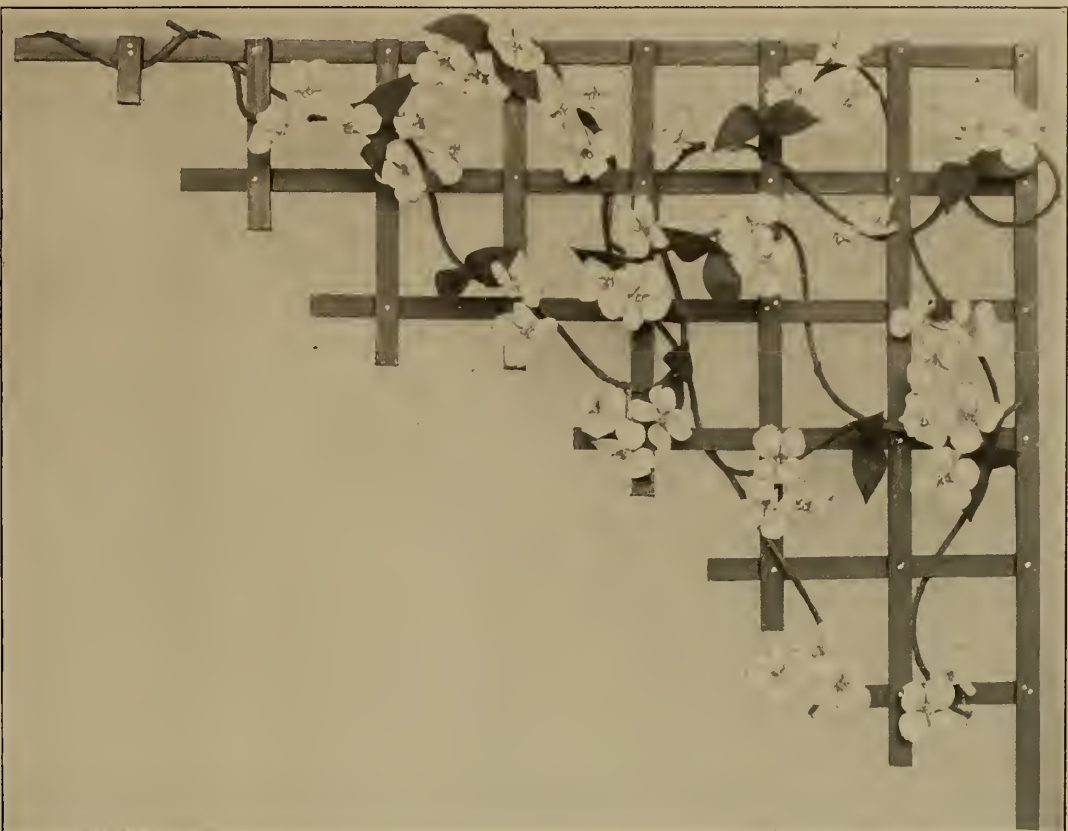
"100 Good Displays of Women's Ready-to-Wear"—Comprises only the very best examples of the window trimmers' art in this line.

"100 Good Men's Wear Displays"—A collection of 100 fine halftone engravings of clothing and haberdashery displays.

"Outdoor Decorations"—Shows the most effective schemes of decoration for automobiles, floats, buildings, etc.

"100 Holiday Displays"—Best windows and interior displays decorated for Christmas.

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No. 4268. DOGWOOD DECORATION

No. 4268. Dogwood Decoration, on lattice work, 30 inches wide and 40 inches high, painted spring green and decorated with fireproof Dogwood and foliage, complete.....\$2.28

Ready Lattice Decorations, suitable for trimming Window and Post Interior. Flower sprays, vines, palms, ferns and all the latest decorative schemes, etc., shown in our 40-page catalogue, illustrated in colors, mailed free to those asking.



No. 4270. SMILAX AND ST. JOSEPH LILY DECORATION

No. 4270. Smilax and St. Joseph Lily Decoration, on lattice work, 30 inches wide and 40 inches high, painted spring green and decorated with natural prepared green Smilax and St. Joseph Lilies in white, pink, tea, purple or blue, complete.....\$1.90

FRANK NETSCHERT COMPANY, Inc.,

61 Barclay Street, NEW YORK CITY

(No Branch Offices)



No. C. L. Special Valance—Copyright 1914.

Over 1,000 Square Feet

of our No. C. L. Special Valance and Transom Panels have just been installed in the new front of The Burgess-Nash Co., of Omaha. The beauty of these windows is unsurpassed. "Curtis-Leger" valances were selected after careful consideration of workmanship, excellence of materials, beauty and appropriateness of design. Submit your valance or window drapery requirements to us. It will be a pleasure for us to make suggestions for your individual needs. Our prices are no higher than those asked for inferior products. Send us rough floor plan of your windows with dimensions, etc., and we will mail you our Folder of Valance Designs in which many beautiful valances are illustrated in ACTUAL COLORS.



Forty-six Years'

experience in the manufacture of display forms and fixtures has enabled us to develop a wonderfully complete line of modern store and display equipment illustrated and described in these booklets



Ask for Those You Want

General Catalog (288 pages)
Wood Fixture Booklet
X-Ray Window Searchlights
Show Case Lighting Booklet
Silk Plush Sample Card
Shoe Fixture Catalog
Clothing Hangers and Racks
The Fixture Magazine



CURTIS - LEGER FIXTURE CO.

237 Jackson Blvd.

Chicago

MERCHANTS RECORD AND SHOW WINDOW



Ye Olde Time Store

CHICAGO



Quality is the Keynote of Norwich Fixtures

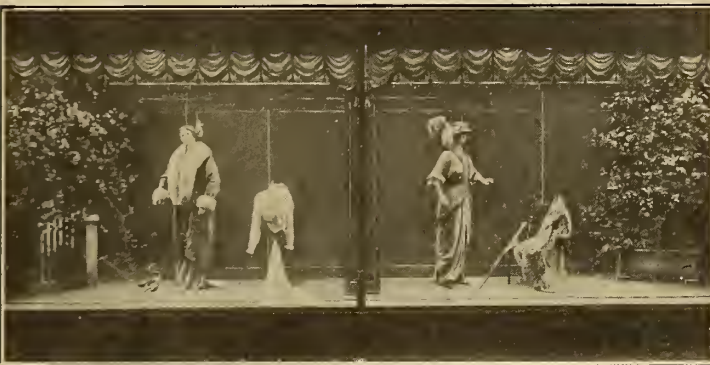
Others strive to reach our standard, but the wise merchant insists on Norwich Fixtures. We have issued a new supplement, showing the new things. You will miss the best in fixtures if you fail to send for a copy.

The Norwich Nickel & Brass Co.
NORWICH, CONN.

New York
712 Broadway

—Salesrooms—

Boston
26 Kingston St.



*Properly Lighted windows
lend an atmosphere of
"Quality" that attracts
the best class of trade*

Successful merchants realize that a glaring, flashy window is poor bait for high class trade. To get the best people into your store you must have a reputation for "quality" goods. And nothing helps to create the "quality" idea so effectively as a well-lighted window.

Your windows will become an important factor in attracting the moneyed class if lighted by the

Frink and J-M Linolite Systems of Lighting

The windows so lighted stand out in startling contrast to the cheap dazzling brilliance of ordinary lighting systems.

The light immediately conveys to the observer the impression of a "quality" store. Although wonderfully bright there is no hint of harshness or glare. The light is thoroughly diffused, and details of the goods are brought out faithfully—every color shown as it actually is. There

are no brilliant "spots"—no unsightly black shadows.

And as a final advantage the Frink and J-M Linolite Systems save money for you because they consume less current. Adapted for either J-M Linolite (tubular) or standard base lamps.

Make your windows do their share toward creating "quality" trade.

Write nearest Branch today for Catalogue No. 410.

H. W. JOHNS-MANVILLE CO.

SOLE SELLING AGENTS FOR FRINK PRODUCTS

Atlanta
Baltimore
Boston
Buffalo
Chicago

Cincinnati
Cleveland
Columbus
Denver
Detroit

Galveston
Indianapolis
Kansas City
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Louisville

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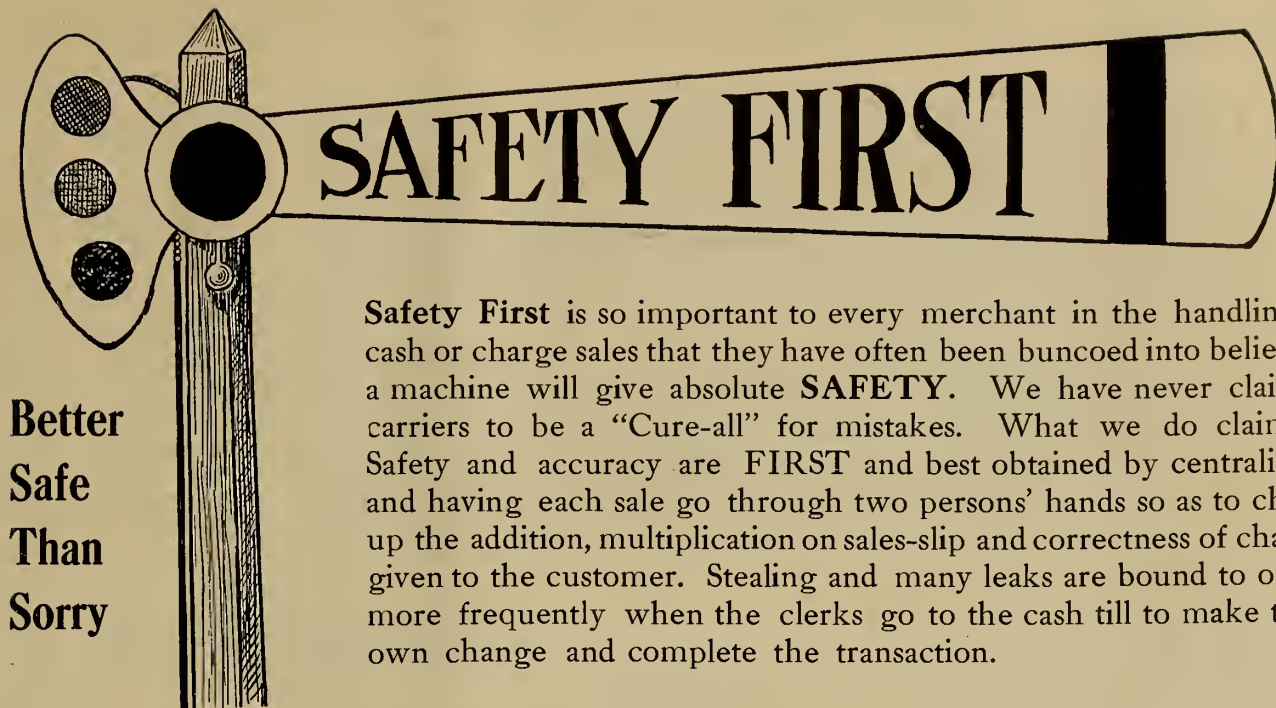
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Omaha
Philadelphia
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Portland

St. Louis
Salt Lake City
San Francisco
Seattle
Toledo

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THE CANADIAN H. W. JOHNS-MANVILLE CO., LIMITED
Montreal Winnipeg



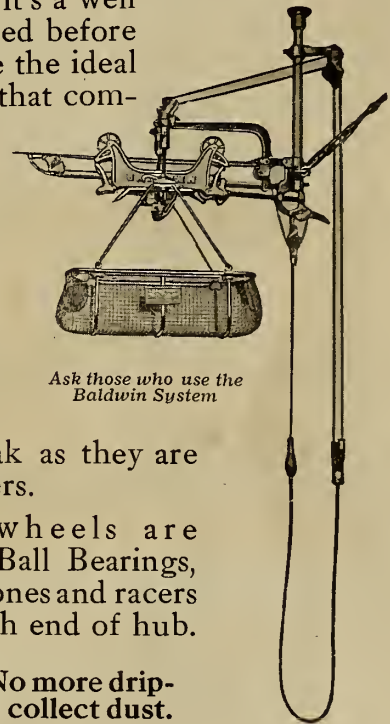


Safety First is so important to every merchant in the handling of cash or charge sales that they have often been buncoed into believing a machine will give absolute **SAFETY**. We have never claimed carriers to be a "Cure-all" for mistakes. What we do claim is: Safety and accuracy are **FIRST** and best obtained by centralizing and having each sale go through two persons' hands so as to check up the addition, multiplication on sales-slip and correctness of change given to the customer. Stealing and many leaks are bound to occur more frequently when the clerks go to the cash till to make their own change and complete the transaction.

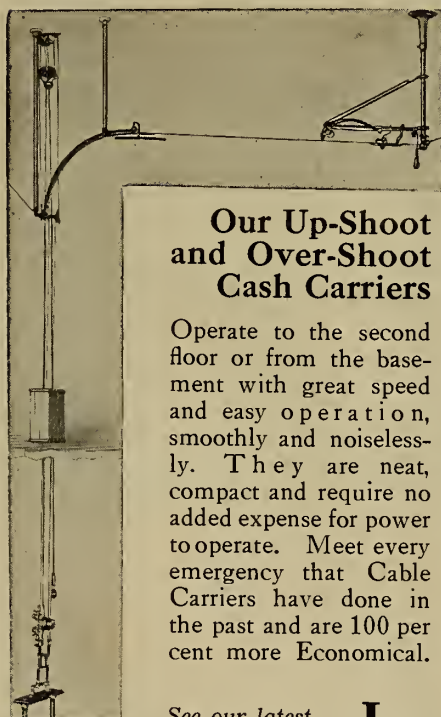
Speed Is Second—Pleasing the Customer

and we would not depreciate its importance in any way, although it's a well known fact thousands of dollars are lost annually by placing speed before Accuracy and Safety. Combine Safety with Speed and you have the ideal Service. When you see Baldwin Carriers operate you will say that combination now is made.

Baldwin Flyer Cash and Package



Ask those who use the Baldwin System



Our Up-Shoot and Over-Shoot Cash Carriers

Operate to the second floor or from the basement with great speed and easy operation, smoothly and noiselessly. They are neat, compact and require no added expense for power to operate. Meet every emergency that Cable Carriers have done in the past and are 100 per cent more Economical.

Carriers have no spreading wires to crystalize, break and fly thru the store. Baldwin track-wires are stationary, permanent, **do not** break as they are not used to propel the Carriers.

Baldwin 'Ball-Bearing wheels are equipped with two Annular Ball Bearings, having hardened steel balls, cones and racers and a dust-proof cap on each end of hub.

No oil required, think of it. No more dripping oil to damage goods and collect dust.

You as a merchant expect a carrier to wear well, and thus do away with annoying breakdowns and repair bills.

Baldwin Carriers give you absolutely the most perfect service of this kind.

Get our large list of satisfied users who will tell you their experience. **All are satisfied**, that's why we "**stick**" and continue to grow. **Write us today.**

See our latest improvements

James L. Baldwin Carrier Co.

Agents in the Principal Cities—Address Home Office

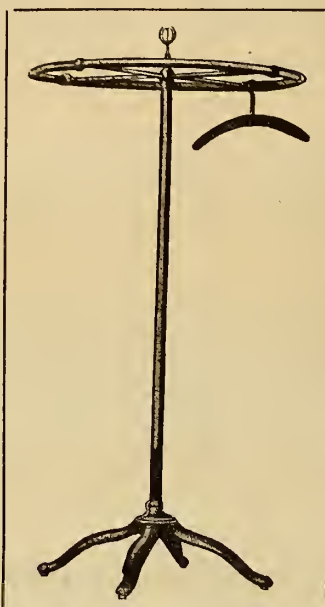
352 W. Madison St., Chicago
One Block East of New Northwestern
Railroad Station

Lyons No. 949 Shirt Waist Rack

No. 949 Shirt Waist Rack is one of the most useful and practical fixtures that has ever been designed for store use. It appeals at a glance to every merchant and display man who handles shirt waists.

This rack will solve in an instant your problems of how to display and sell shirt waists—and we are right in the shirt waist season, too.

Send in your order by wire or letter. How many can you use at only \$6.50 each?



No. 949 Shirt Waist Rack is mounted on a finished nickeled base. The circle revolves on a standard. A card-holder is attached to the top of upright. The capacity of rack is about 50 waists. This fixture can be had in nickel, brush brass or any other finish desired.

We make a special hanger to go with this rack. Price \$3.50 per hundred.

We Manufacture Everything in Metal and Wood Display Fixtures, Papier Mache Forms, Wax Figures, Clothing Cabinets, Triplicate Mirrors, Window Dividers, Store Stools, Show Cases, Outside Display Cases, etc.

Write for Catalogues and Prices

HUGH LYONS & CO., 802 E. South Street, Lansing, Mich.

New York Salesroom, 35 W. 32nd Street

Chicago Salesroom, 313 Jackson Blvd.

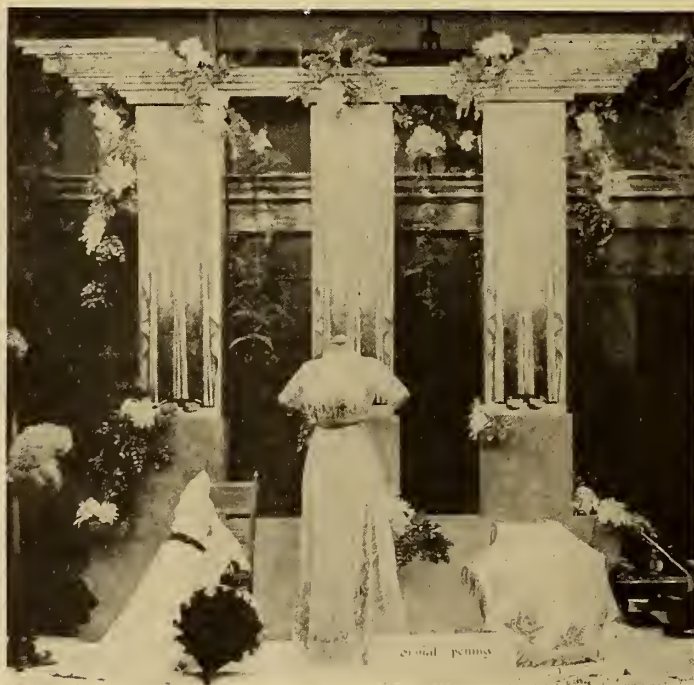
Compo-Board for Show Window Backgrounds

Compo-board is built with kiln-dried wood slats, as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp - paper or card-board.

Compo-board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-board is not affected by heat or moisture, consequently, will not warp, buckle or split.

We publish quite an elaborately illustrated book, which is printed on the best of paper and tells in an interesting way all about Compo-board. Send for sample and copy of this book, it's free.

Northwestern Compo-Board Co. 1404 LYNDAL AVE., NORTH MINNEAPOLIS, MINNESOTA





The Modern Store Front Era

If You Need a Store Front---You Need the Best

—not necessarily the most elaborate or most expensive but the one Store Front that *will* do the work intended—the one that will *boost* your business.

For years and years retailers have used show windows—some earnestly, others by custom. Good Store Fronts—good show windows—have always been a necessity to successful Stores, but today, even more so than yesterday, you need the very best Store Front you can have. Not because of its “stylishness” as much as its efficiency as a business builder.

Just think what you could do if you could back up your advertising—your sales force—your stock and yourself with a modern KAWNEER STORE FRONT. Think what those inviting displays would mean to you in dollars and cents. The A. Grube Company of Logansport, Indiana, paid for their new KAWNEER STORE FRONT in five months. Appeldoorn's Shoe Store, Kalamazoo, Michigan, paid for their new KAWNEER FRONT in eight months—and within two doors of that Store, Max Livingston put in a KAWNEER STORE FRONT and in a letter said, “We are very much pleased with our new Front just installed for us and are only sorry that we did not have it done years ago.”

Kawneer
Manufacturing Company

Francis J. Plym, President

Factories:
Niles, Mich.
Berkeley, Cal.
Guelph, Ont.

Dept. E, 142 Factory St.
NILES, MICH.

We have
a branch
near you

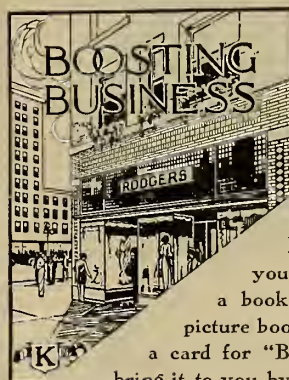
550

40,000 KAWNEER FRONTS are daily increasing the sales of retailers—why not let their experience guide you when you put in your new Front?

Ever inspect a KAWNEER FRONT? Just stop and look one over. See the clean-cut, the *business* appearance—the all-glass effect—the permanent look that only solid copper, brass, bronze or aluminum can possess—the ven-

tilation and drainage system and the completeness. Don't mistake an old-fashioned Front with metal corner bars for a KAWNEER FRONT. KAWNEER is made complete from sidewalk to I-Beam

to give you *complete* success. Then when you're all through looking at the Front from the mechanical standpoint, step inside and say to the proprietor, “Does it pay—have your sales increased?” He will be glad to tell you—he is proud of his KAWNEER FRONT. Recommendations from KAWNEER users have helped us to wonderfully increase the sale of KAWNEER STORE FRONTS from year to year.



Complete information together with actual photographs and drawings of many of the most successful big and little Store Fronts in the country are contained in “Boosting Business No. 14”—it's a

Merchants' book printed for you to read and profit by. It's not a book on window trimming or a picture book for your errand boy. Just a card for “Boosting Business No. 14” will bring it to you by return mail without obligation.

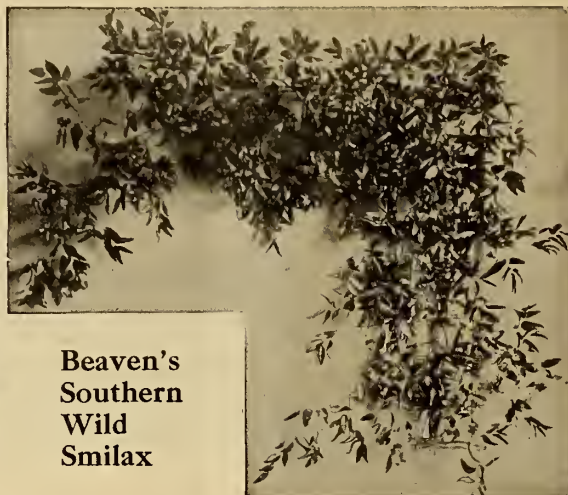
Combine Nature's Foliage

For Effective Spring Season
Store and Window Decorating

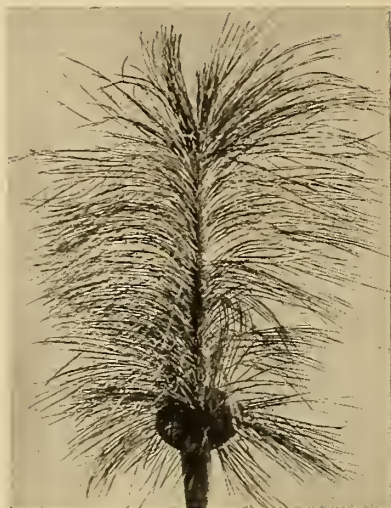
Nothing will freshen up your displays of merchandise like these
decoratives that nature has provided.

It is quite absurd to attempt to decorate your windows or
interior for Spring with anything but nature's products. Just
stop to think of it a moment and you will realize how impossible
it is to imitate nature with artificial stuff, especially in the joyous
Spring time.

Hundreds of stores are becoming converted every
season to the appropriateness of using nature's offer-
ings for their decorations.



Beaven's
Southern
Wild
Smilax



LONG NEEDLE PINE

This popular green gives just the desired
effect and finish to any display.



MAGNOLIA WREATH

It is absolutely impossible to describe in mere words
the natural beauty and richness of our Magnolia. It
will retain its velvety woods appearance for weeks
when used in decoration.

My Wild Smilax is of the superior quality that comes to
you selected, all fresh and bright. When put up as a
decorative it retains its attractiveness in color, grace
and beauty for weeks.

PLAN NOW to make
your June Bridal displays
complete by using a liberal
supply of "Beaven's South-
ern Wild Smilax."

Display men in various parts
of the country are adding to their
incomes by decorating houses
and homes for June Weddings.
For these decorations nothing
can take the place of the use
of my combination of nature's
foliage.



Palm Leaves

Magnolia Foliage

No one knows the real Southern Magnolia unless they have seen our par-
ticular growing. The leaves are a beautiful lustrous green lined with a
rich soft brown.

You can easily work Magnolia into countless attractive designs.

"We furnish the sprays—You make the wreaths."

Packed in same size cases as Southern Smilax.

No. 1.....\$1.00 No. 3.....\$3.00 No. 5.....\$4.00
No. 2.....2.00 No. 4.....3.50 No. 6.....5.50

Southern Wild Smilax

The most exquisitely beautiful evergreen vine in existence. Prices and
capacity as follows:

Case No.	Covers Approx.	Weight	Price
1	100 sq. feet	15 lbs.	\$1.00
2	200 sq. feet	20 lbs.	2.00
3	300 sq. feet	25 lbs.	3.00
4	400 sq. feet	30 lbs.	3.50
5	500 sq. feet	40 lbs.	4.00
6	600 sq. feet	50 lbs.	4.50

	Each	Dozen	Per 100
LONG NEEDLE PINES	2 ft. 10c	\$1.00	\$ 6.00
As beautiful as palms in dec-	3 ft. 15c	1.50	9.00
orations.	4 ft. 20c	2.00	11.00
CHAMAEROPS PALM LEAVES	25c per doz.	\$2.50 per 100	
ABAL PALM LEAVES			

	Each	Dozen	Per 100
CHAMAEROPS PALM CROWNS	3 ft. 15c	\$1.50	\$11.00
Our native palm plants with	4 ft. 20c	2.25	15.00
their roots removed.	5 ft. 25c	3.00	20.00
SOUTHERN GREY MOSS	25 lbs. sack	\$3.00	

BEAVEN'S GREEN SHEET MOSS (Fadeless). A splendid show
window floor covering, price \$4.00 a sack.

Prices are f. o. b. shipping point.

Special Express Rates, 25 per cent less than regular
merchandise rates.

Beaven's Floral Decorations (partial list and quotations given
above) are a selection of the very best that Nature has to offer. Try
them at our risk. Entire satisfaction guaranteed or no money ex-
pected. Write for descriptive booklet.

Edward A. Beaven
Evergreen :: :: Alabama



Crescent Window Cards

Changeable Panels

Beveled Edges

Heavy Board

No. W 5—Green Japanese Veneer Frame
White Cloud Panel—Red Background
Size 19½x24

Attractive Colored Cards for All Occasions
A selection of assorted colored boards from our line always put the window trimmer in position to have a popular tinted card for all occasions, to furnish the desired effect for an attractive window. All weights and finishes.

Send for New Sample Book and Circular No. 18A

Chicago Mat Board Company

Manufacturers

664-666 Washington Blvd.

CHICAGO

::

U. S. A.

Fixtures that Last



Special Boy's Form. Best papier mache, enameled neck. Covered with black or white jersey. Legs of best wood, enameled. Papier mache legs if preferred.

MOST metal display fixtures look good on the outside. But it is what is under the finish that counts.

Good materials, sound construction and skilled workmanship are things you can't see on the surface of a fixture, yet these are the factors that give it value.

While Great Western Fixtures are finished better than most, it is not the fine finish we are proud of so much as the honest materials and the solid, lifetime-lasting construction you will find beneath the finish.

Take one of our fixtures apart and see how it is made—examine the materials and note the solid reinforcements—use a file if you like—you'll find that Great Western honesty of construction runs all the way through. Then do the same with any other make of fixture. You'll see the difference.

Let Us Send You a Catalog

Great Western Fixture Works

616 Medinah Building

CHICAGO

Let Clothes Keep Their Shape while you have them in stock—and you will not have them in stock LONG



Good profits depend upon a frequent turn-over of merchandise. Do not let your customers do you the injustice of seeing the clothes in your stock packed on tables, or hung in inferior display cases.

Actual tests have proven that clothes displayed in all-glass cases sell faster than clothes displayed in any other way.



have a number of practical advantages that will appeal to your sense of merchandising.

They are the only modern clothing cases made in ten-foot lengths. They have 43% more display space than ordinary 7-foot cases, and cost no more. If you have peculiar space requirements, Illinois Clothing Cases can be furnished you in any size you wish.

The mechanical construction of these cases is highly efficient. The disappearing doors on both sides of the case operate almost like magic, with a minimum consumption of aisle space. The interior, rack construction permits of every suit in the case being brought just neck and shoulders out of the case at the same time; thus the revolving rack which permits access to only half the clothes at a time is eliminated.

This is why merchants find that Illinois Cases have double the utility of other cases.

In material, workmanship and finish, Illinois Clothing Cases are without a peer.

You can readily understand why Neiblings' of Broken Arrow, Oklahoma, wrote:

"We have received the Illinois Clothing Cases and are highly pleased with them. They are the talk of the town."

We would like to send you our catalog, which describes these cases more completely, as well as the other cases we manufacture. Write us for this catalog today.

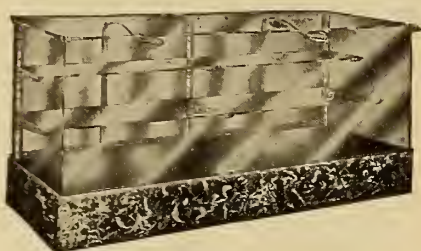
We will also include details of our plan of rendering a trade-building, profit-making service FREE, to the first merchant in each town in 1915 to install Illinois Equipment. It will pay you to get this information.

Illinois Show Case Works

1729-37 N. Ashland Avenue

CHICAGO

Help the Goods to Sell Themselves



Good merchants can sell more goods with less expenditure of sales effort by installing

Quincy Special Show Cases

These silent salesmen set your goods off to the best possible advantage and boost sales surprisingly.

Scientific Store Equipment is our hobby—we can help you with timely suggestions if you have store problems that appear difficult of solution.

Our new catalogue No. 22 is just off the press and will be sent gratis on your simple request.

Quincy Show Case Works
Quincy, Illinois

Ask Yourself

Is there any good reason why your shelving should not be as up-to-date as your merchandise and all the other methods of doing business today.



Baine's Adjustable Shelf Brackets

will give you fully 30% more shelf room and display your goods far more attractively than is possible with any ordinary shelving.

The shelves are adjustable to any required height, therefore no lost space. Have the shelves any length and depth you desire. Write for particulars.

PIQUA BRACKET CO., Piqua, Ohio

Spring and Special Opening ANNOUNCEMENTS

Quickly Made with Newman's High Grade
Interchangeable Metal Letter Signs

Made in all sizes, all prices, for all lines. Also Building
Directory Boards, Bronze and Brass Signs and Name Plates



The NEWMAN Changeable Sign system consists of a grooved backboard covered with cloth and letters are made of an ivory finished metal, provided with two lugs or grips placed in the grooves of the backboard and are removable and replaceable with extreme ease. Under ordinary careful usage these letters are durable for all time. Letters are made in five sizes, Viz:— $\frac{1}{4}$ inch, $\frac{1}{2}$ inch, $\frac{3}{4}$ inch, 1 inch and $1\frac{1}{2}$ inch.

We Manufacture the Most Complete Line in the World of Metal Signs, Brass and Bronze Tablets, Name Plates, Display Fixtures, Racks and Stands, Mechanical Window Devices, Advertising Devices, etc.

Write for Our Catalogs

THE NEWMAN MANUFACTURING CO.

NEW YORK:

Established 1882

CHICAGO:

101 Fourth Avenue

CINCINNATI, OHIO

108 W. Lake Street

Decorations for Summer

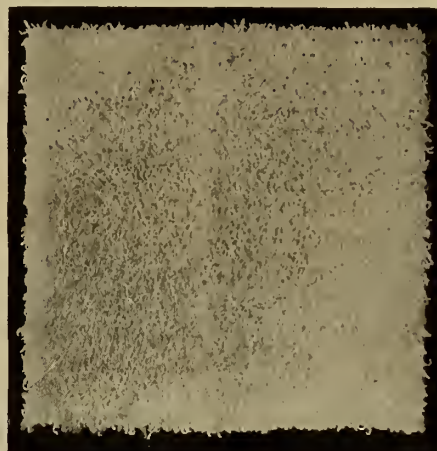
The Summer season is at hand. Soon floral parades and other occasions of a special character will be claiming the attention of the display man. We have this season the finest line of inexpensive summer decorations we have ever offered. We can't tell you about our splendid line here. If you are interested in Summer decorations send at once for

Schack's Floral Parade Book with Supplement (Free) Schack's Hints to Decorators (Free)

If there is to be a floral parade in your city this Summer you will find these books worth many dollars to you. They are the best that have ever been published and contain hundreds of original and valuable ideas that can be found no place else. Hundreds of beautiful illustrations of decorated autos and floats.



Overland Car trimmed with Schack's white EXCELLO and lavender wistaria, which is shown at the left. Lavender chrysanthemums were twisted around the spokes. Winner of 1st prize, Minneapolis, Minn., Floral Parade.



Japanese Wistaria and Sprays

This shows Schack's famous Wistaria which was used in decorating the car shown here. It has been used on hundreds of other prize winning autos and floats.

No. 2426. Japanese Wistaria—a beautiful and effective flower, the most popular ever produced.
Dozen single flowers with 6 sprigs of foliage to each flower \$ 1.00
Gross, single flowers, with 6 sprigs of foliage to each flower 10.00



Schack's Wood Fibre Roping

Schack's Excello

Pat. No. 992068. May 9, 1911

By Jos. Schack, Chicago

Schack's Excello is the greatest invention that has ever been produced for decorating autos and floats.

Excello is floral sheeting in pieces of 1 yard square. It looks like a mass of rich chrysanthemums but has a beauty of its own that cannot be imitated. It is very flexible and can be fitted to any shaped surface and is so soft it will not damage finish of finest car.

Excello is so easily applied that it can be put in place in a fraction of the time required for flowers, etc. Any amateur can use Excello and get fine results. Compared with flowers it is very inexpensive.

Excello is made in all colors and white which can be tinted in any shade by the decorator. Any kind of flowers can be used with Excello.

Price, per square yard, any color.....\$1.00

Send for Free Sample

Schack's Wood Fibre Roping—Something new for automobile decoration. It will make a big hit when used with Excello. Made of tough fibre fastened together in long ropes that may be used in many ways. Very easy to handle and so inexpensive that it can be used in large quantities. One inch in diameter and made in various colors. Always state color wanted.

No. 4399. Wood Fibre Roping, 1 in. thick, green, red, lavender, white, pink and yellow, 180 ft. to bolt. Per bolt\$0.75

No. 4400. Wood Fibre Festoons, to be used with Wood Fibre Rope. These are 4 ft. long and 4½ in. thick in the largest part, tapering to ends. Colors—green, red, lavender, white, pink and yellow, to match roping. Per dozen festoons.....\$0.75
We do not sell this roping in less than one bolt lots.

Send now for our big Floral Parade Book with Supplement and Hints to Decorators—Free.

Schack Flowers and Decorations are used by leading display men everywhere

Schack Artificial Flower Co., 1739-41 Milwaukee Ave.,
CHICAGO



You can build
your store as you
do your files and
your ledger, with

Wilmarth Interchangeable Units

(Patented)

They handle merchandise as loose unit systems handle figures

And they are built—like all the Welch-Wilmarth Store Equipment—*right*, practical, no patchwork—no mismatched fixtures—made by special machinery and with absolute accuracy—fitted before leaving the factory, they fit perfectly when assembled in your store.

The Interchangeable Units supplement the Welch-Wilmarth System—Revolving Wardrobes, Hat Cabinets, Display Cases—everything for the department and ready-to-wear apparel store.

Detailed information for the asking—including the services of our Designing Departments. *"Buy it now."*

Wilmarth Show Case Co.

1524 Jefferson Ave.

Grand Rapids, Michigan

(Wardrobes licensed under Smith Patents)

New York—20 West 30th St.
Chicago—233 W. Jackson
Des Moines—Shops Bldg.

San Francisco—515 Market St.
St. Louis—1118 Washington Ave.

Welch Mfg. Co.

7 Lyons Street

Minneapolis—24 N. 3rd St.
Pittsburgh—406 House Bldg.
Boston—21 Columbia St.

Made In Grand Rapids

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XXXVI
NUMBER 4

APRIL, 1915

Single Copies
Twenty-Five Cent

A REMARKABLE FRONT

THE NEW STORE OF CHAS. A. STEVENS & BROS. IN CHICAGO
HAS REPLACED THE LIMITED DISPLAY SPACE OF THE
OLD STORE WITH SPLENDID NEW ARCADE
WINDOWS OF A NEW KIND

THE REMARKABLE PROGRESS that has been made in store front construction and show window designing during the past few years is reflected in the beautiful expanse of plate glass that fronts the entrance to the new store of Chas. A. Stevens & Bros. in State street, Chicago. Assuredly there is an immense difference between the new windows and the old ones. The new front has something like four times the actual display space the old one had and the opportunities offered David W. Moyer, the display manager, are incomparably improved.

All of the big stores along State street have made more or less improvements in their show windows during the past decade and in several instances new buildings have been put up with greatly improved display facilities. All along this busy thoroughfare there is every evidence that these great merchants fully appreciate the value of their show windows and are willing to spend any reasonable amount of money in making improvements that will add to their selling efficiency. With those stores such as Marshall Field & Co., Carson, Pirie, Scott & Co., Mandel Brothers and others having great street frontage, the matter of improving the windows has been comparatively simple. It has meant only a matter of enlarging, deepening, removing obstructions and making other architectural changes that would give the display man a better opportunity to show his skill. But with the Stevens store the problem was a very different one.

Years ago the old Stevens store had only two

windows on the State street side. Each of these was something over twenty feet long and of fair depth, but each had in it an immense oblong column that took up much room and interfered seriously with the effectiveness of the displays. Mr. Moyer studied the possibilities of the columns carefully and did wonders in the way of covering them up in various artistic ways, but there was no evading the fact that they were a nuisance. Later a small store adjoining on the north was secured and this added two more windows and another entrance, but the windows were so narrow that little could be done with them in making pretentious displays. Nevertheless, Mr. Moyer managed each season to produce some wonderful effects in the larger windows and the selling results from the entire little front were out of all proportion to its size.

When the new store became a necessity, it was determined to make the most possible out of every inch of frontage on State street and much time was spent in preparing plans to that end. The points to be considered were:

A maximum frontage of plate glass on State street, but allowing ample room for ingress and egress.

A sufficient amount of arcade display space without extending too far back into the store.

Plenty of aisle room in the arcade to accommodate a good-sized crowd without wasting space.

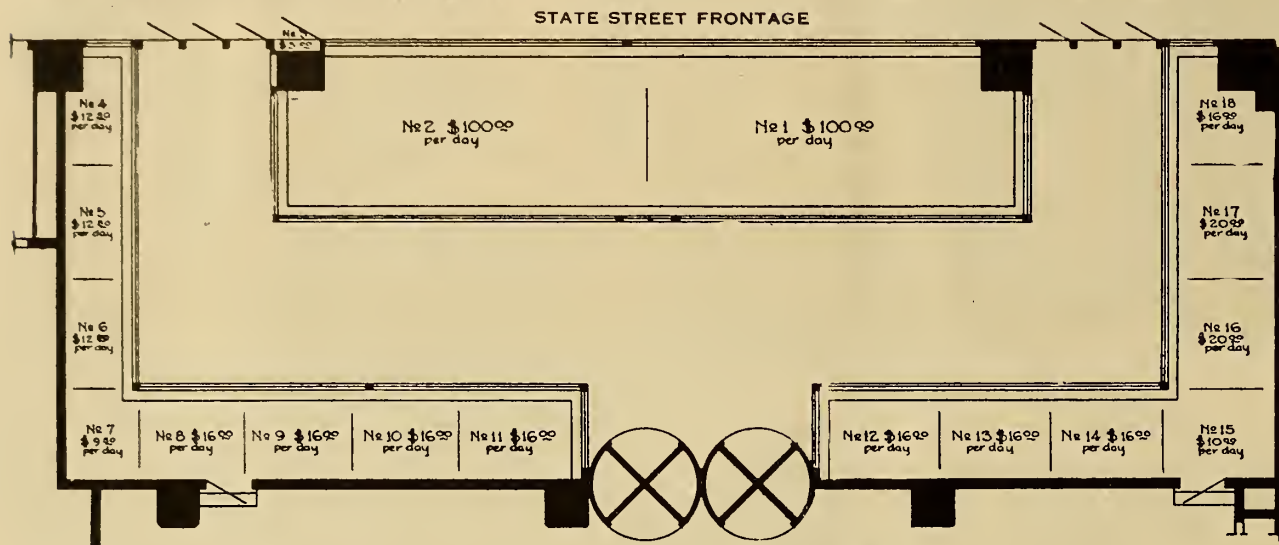
A plan that would stand the practical test of years both in the matter of appearance and display service.

Of course, there were many other points to be considered, such as lighting, backgrounds, transom glass, etc., but the main considerations were included in the foregoing. To secure the maximum State street frontage of glass, an immense island window was decided upon with a store entrance and narrow glass frontage at either side. This island, so far as our information goes, is the largest in existence. It is 49 feet long by 12 feet in depth.

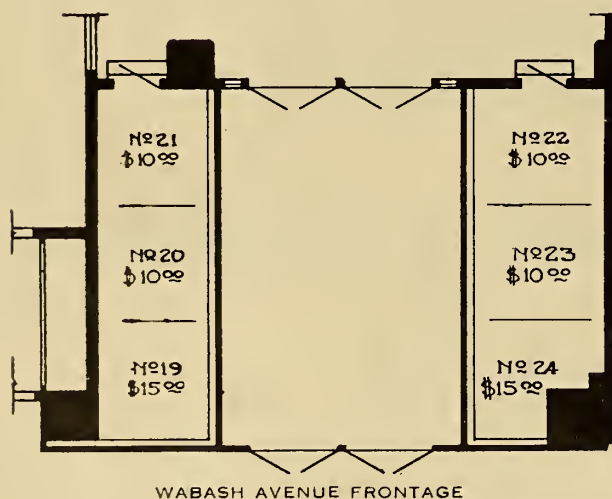
Window Trimmer's Daily Report of Charges to Departments for Window Space

Window Trimmer will please fill out and turn in to the Auditor's
Office one of these reports for each day.

Date 191



Window Trimmer's Report 191



WABASH AVENUE FRONTAGE

WINDOW	PRICE	USED BY DEPARTMENTS				Dept. Nos.	Amount Charged Above Date
No. 1	100 00					1/5	
2	100 00					6	
3	5 00					7	
4	12 50					8	
5	12 50					9	
6	12 50					10	
7	9 50					11	
8	16 00					12a	
9	16 00					12b	
10	16 00					13	
11	16 00					14	
12	16 00					15	
13	16 00					16a	
14	16 00					16b	
15	10 00					17	
16	20 00					18a	
17	20 00					18b	
18	16 00					19	
19	15 00					20	
20	10 00					21	
21	10 00					22	
22	10 00					23	
23	10 00					24	
24	15 00					25a	
						25b	
						26	
						Annex	
Total	500 00					Total	500 00

THIS REPORT IS FILLED OUT DAILY BY MR. MOYER.

Structural steel of tremendous strength was required to span the wide middle space and support the many floors above. This immense window was designed especially for the display of suits, coats, gowns, etc., which constitute a large part of the business done by the Stevens store. The chart

which is reproduced in connection with the "Window Trimmer's Daily Report" will show how the remainder of the window and aisle space was allotted and laid off. The whole arrangement is extremely simple.

The inside or arcade windows run connectedly



THE ISLAND WINDOW IS VALUED AT \$200 PER DAY—SHOWING FOUNTAIN USED IN THE SPRING DECORATION.

without a break (except for the double revolving doorway) and have no permanent dividers. However, the distances are accurately spaced off into fifteen separate sections for purposes of accurate accounting in charging the space used to the various departments. The floor plan shows in each section the price charged per day for that space and display men, as they indicate in a somewhat general way the actual money valuation placed upon window space on State street.

It will be noted that the large island window is divided in two equal sections, each of which is charged for at the rate of \$100 per day. Upon this basis, not counting Sundays, the total value of the whole of this big window for one year would amount to \$62,600. These are big figures, but they are based upon records and careful estimates. As an indication that the figures are conservative, it may be stated that a full page in any of Chicago's leading newspapers costs twice as much as the price charged for this big island window. Comparing the selling value of the two, under ordinary conditions, what practical merchant would not select the window without hesitation?

It is to be regretted that the pictures do not show more of the details of construction of these windows, as a good many of the features are original. A somewhat general description, however, will give some idea as to some of the main points. Starting with the island window—this is simply a great rectangle of glass with a large square granite column at each of the forward corners. The street side is two plates of glass joined in the middle by a narrow metal bar. The lower edge of this window is about 8 inches above the sidewalk level, and the floor of the window is about 6 inches higher. All around the outer edge of the floor is a bevel of white glass that has the appearance of unusually clear porcelain. On this white glass the name of the firm appears twice in front, but it is not unnecessarily repeated upon the glass used along the lower edge of all the inside windows. In the photo-

graph of the island window is shown a magnificent fountain which will be described further along, as it was only a temporary decoration designed by Mr. Moyer for his spring opening displays. Aside from the columns in the front corners, there are no obstructions of any kind in this big expanse of display space.

The ceiling of the island window was something of a problem, as it must be open to view from all four sides and the many powerful light sources had to be concealed from the observer at the back as well as from the front. This was taken care of admirably. Mr. Moyer designed a simple dome effect in a plain Colonial style. This is painted white and the lamps are back of the cornice, entirely out of view. Upon the occasion of the spring opening, Mr. Moyer supplemented this indirect lighting with two single concentrating reflectors containing high power lamps. These were used much as spot-lights are used on the stage. One was thrown against one side of the fountain to produce the light and shade of a sunlight effect. This may be seen clearly in the picture. The other lamp was placed at the opposite end of the window and focused upon one of the figures that was worthy of a little extra prominence.

The arcade windows are built the same as the one that has been described, but the lighting is direct instead of indirect. Some of the plates of glass used in these windows are among the largest that have ever been set and all of them are protected by strong wind pressure braces. The latter is a strong steel rod let down from the ceiling parallel with the glass. At the lower end of the rod is a rubber roller that is at all times in contact with the glass. The rod will yield slightly to lateral pressure, yet it is sufficiently stiff to resist or neutralize the strongest wind pressure likely to be developed. It seems strange that a safety device of this sort should be necessary to protect glass *inside* an arcade, yet this necessity is very evident to those who have had any experience with wind



WINDOWS NUMBERS 16-17-18—NOTE DIVIDERS.

pressures along State street. Even on a fairly still day, when Mr. Moyer opens the little door to enter one of his windows, the wind pressure guards may be seen to sway back and forth very noticeably. Many thousands of dollars were paid for wind-wrecked windows along the street before this safeguard was devised.

The transoms of all the windows are of chipped glass, which answers this purpose admirably. It had first been the intention to use clear plate glass for this purpose, but Mr. Moyer argued that this would necessitate curtains or an additional valance to conceal the window lights. The chipped glass gives a decidedly attractive appearance to the top and at the same time shuts off perfectly any glare from the many powerful unit reflectors.

On the Wabash side of the store there is another small battery of windows, as shown in the diagram, having an estimated rental value of \$70 daily. In general character they are similar to the State street front. In addition to these there are numerous cases of various sizes about the store. There are twenty-four windows altogether, having a total daily value of \$500, and that amount is charged each day to the various departments according to the little chart shown in the window trimmer's daily report. When goods are used merely as accessories to a display they are not charged space. When two or more departments are represented in a single window, the charge for space is prorated. The whole system of accounting is so well explained by the diagram that no further details are necessary on this subject.

The shades on the new front were raised for the first time on the occasion of the spring opening early in March and the effect was decidedly imposing. It was all the more wonderful to those who were familiar with the windows of the old store. The pictures that are shown here give but a vague idea of the attractiveness of the big setting. In



WINDOWS NUMBERS 4-5-6—VALUED AT \$37.50 PER DAY.

the middle of the island window was a remarkably handsome fountain of a highly artistic and unusual design. This fountain may be seen in the picture, but much of the detail is lost in the small illustration. At the top was a Cupid (not visible in the picture) and below this was a large basin supported by three caryatids. Water flowed from an outlet on each side into a stone basin, from which it trickled into the large basin on the floor. In the large basin were numerous gold fish of exceptional size and color. Large tropical ferns and moss were placed about the basin. At the left was placed a large rose tree with much foliage and many small roses. There was also a stone bench, upon which was seated a figure. Another stone bench was placed at the right end of the window. The immense size of the window may be judged by noting the small appearance of the figures in the picture.

The style of background used in the arcade windows was identical in all. In the middle of each of the four large sections there was a mirror space ornamented with preserved natural moss, foliage in a rich dark green and small pink roses in abundance. At either side of the middle were two very pleasing caryatids and at each end was a square column with arms at the top to suggest a pergola. Festoons of moss and roses were run to the caryatids and cross-pieces of the columns. The four sections shown in the small pictures were divided up into fifteen separate displays, the divisions being made with window dividers of an inconspicuous character designed to correspond with the background.

Above the background proper, which extended along evenly at the height of the top of the mirror decorations, was a background of trees which were colored handsomely in the pastel shades of spring, and cut from composition board. Back of the trees was the sky. The entire effect was exceptionally well worked out both in design and coloring.



SHOWING MR. MOYER'S SPRING DECORATIONS.



WINDOWS TO RIGHT OF REVOLVING DOORS.

Mr. Moyer is greatly pleased with his new windows. They give him a much better chance to work out his ideas and, although there is much more space to trim, the actual amount of work is less because there is room enough in which to turn around and work to advantage. The firm is also highly pleased with the new front.

In addition to the windows of Chas. A. Stevens

& Bros., Mr. Moyer also has a number of windows to dress for other tenants of the upper floors of the Stevens building. These windows are placed along an arcade that extends the length of the building from State street to Wabash avenue. They are uniform in size and Mr. Moyer expects to handle all of them, with the same style of decoration running through the series.



Plate No. 9142—A Setting for Homespun Suits Designed by Alexander Israel.

Here is an unusually appropriate setting for a showing of homespun. It shows the interior of a mountaineer's log cabin with all of the important details carried out faithfully. The background was covered with rough saw-mill slabs and in the back were cut a door and window. Through the window could be seen the flowering vines outside. Over the old-

fashioned fireplace with its ancient andirons was a mantel-piece on which were placed various old-fashioned articles. An old power and ball rifle hung on wooden pegs from the wall. Various pieces of rough hewn furniture were used to display the garments on. A saddle hanging on the wall helped out the idea.



Plate No. 9143—A Fashion Show Window by Paul Lupo for the New York Store, Los Angeles, Cal.

In this picture is shown one of the windows decorated by Mr. Lupo for the recent Spring Fashion Show. The others were handled in the same manner. The background structure was 17 feet long and finished in old ivory with relief ornaments in dull gold. The moldings, border, wreaths, drop ornaments, etc., all stood out in strong contrast. On either side of the central structure were velour draperies—rich, royal purple in one and dark myrtle green in another. At the

top of this structure was a plaster spandrel 30 inches high by 64 inches long and finished the same as the background. The plateaus and pedestals were treated in the same manner as the background. The foliage and flowers used were areca leaves, adiantum ferns, almond blossoms in garlands and hyacinths in spring colors in vases. A little chiffon was used as shown at the left. This made a notable setting for the spring styles.



Plate No. 9144—A Spring Display by Carl W. Ahlroth for the Union Clothing Co., Columbus, O.

Flower boxes of latticework were used along the lower edge of the background and stands of the same general style were placed at intervals. In the middle of each large mirror

was a high box supported by a tall column covered with wood bark paper. Nasturtiums were the flowers principally used. This is a large corner window.



Plate No. 9145—An Opening Display by C. M. Farnberg for Young & McCombs, Rock Island, Ill.

This window showed a modern art treatment in ivory, cream and black. Flat oil paintings on composition board were used for the background. The floor was in a marble

effect, being painted on canvas and then varnished. All of the work was done by Mr. Farnberg and his assistants. Rose sprays were used over the background.



Plate No. 9146—A Display of Gowns by Carl W. Ahlroth for the Union Clothing Co., Columbus, O.

Along the floor in front of the mirrors were placed long flower boxes covered with birchbark and filled with a low ruscus hedge neatly trimmed across the top. The floor was

covered with little squares in imitation of blocks of marble. An abundance of foliage and flowers was used at the top of the background. The remaining details are evident.



Plate No. 9147—A Stall Decoration by A. R. Wagoner for A. T. Lewis & Son, Denver, Colo.

The display man for a big modern department store has to be pretty versatile to meet all of the many and varied demands that are made upon his services. For example, it seems a bit out of the ordinary to be called upon to decorate a stable. Yet the live display man can do it, and do it well, if he is called upon, as is demonstrated in the accompanying picture of the stall decoration by Mr. Wagoner. The horses of the Lewis store are an unusually fine lot and the store makes much of them whenever the opportunity presents itself. They enter all of the stock shows where they are eligible, and, incidentally, manage to carry away at least their share of the ribbons. This decoration was made for the National

Western Stock Show, an annual affair. The Lewis stable shown here won second prize and the decoration was unusually neat and attractive. The decorations were of navy blue and gold bunting combined with straw matting. There were also used a few plaster shields in the form of the store's trade-mark. Stable lanterns, in which electric lamps had been inserted, were also used to brighten things up. The horses that may be seen in the stalls are the regular delivery animals that are on the wagons the year round. There are eight of them that are entered in the shows and during the past three years they have won every blue ribbon offered in delivery classes. They have also won many ribbons in other classes.



Plate No. 9148—Sporting Goods Display by Roy F. Sharp for Higginbotham-Currie-Williams Co., Ballinger, Tex.

Here is one of the thousands of displays that have been or will be put in because of the big window display contest of Rice Leaders of the World. It shows arms and ammunition manufactured by the Winchester Repeating Arms Company, one of the members of this association. The background was a scenic painting showing a mountain wilderness. At the left was a canvas tent. A lot of natural trees, foliage, logs,

etc., produced an excellent effect of wildness. This was added to by numerous stuffed animals, birds, etc. A hunter with a high-power rifle was emerging from the tent, and on the ground in front of him was his "grub box" filled with the things a hunter would naturally take along on a trip in the mountains. The guns and cartridges were shown on the floor in the foreground.

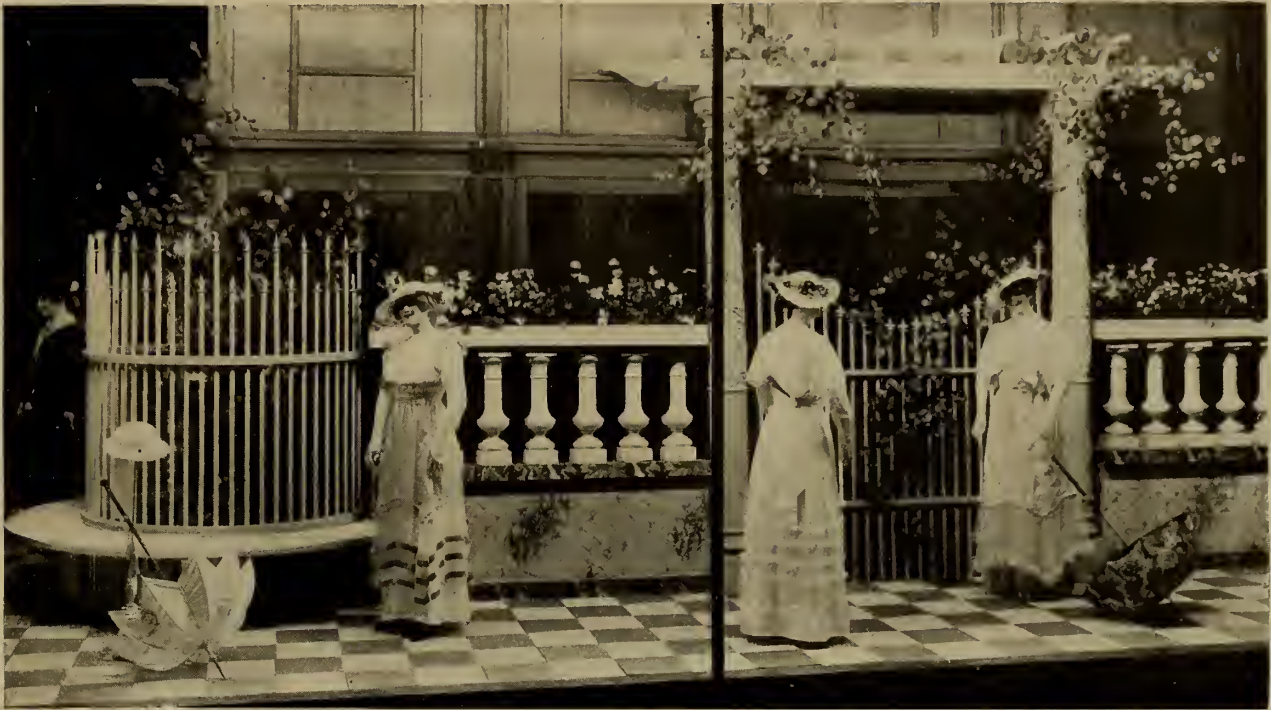


Plate No. 9149—An Italian Garden Setting by W. R. Harre for A. Harris & Co., Dallas, Tex.

This was a remarkable setting, the color scheme being carried out in the sand and putty shades. The top of the pergola was white and over it were draped sprays of American Beauty roses. The flower boxes and base below the railing were made of composition board. The base was covered

smoothly with paper in imitation of marble. The floor was in imitation of tiling. Two of the ten windows of this store were treated in this manner and the remaining eight were carried out in the same general color scheme, although their construction was different.



Plate No. 9150—A Prize Winning Clothing Display by D. Curtis Seamon for B. Weille & Son, Paducah, Ky.

This window was awarded first prize in the recent fashion show competition. The background was finished in imitation marble paper and hung with plush draperies. Pink and white

apple blossoms and carnations were the flowers used. A large papier mache lion's head was placed in the middle section of the background. The merchandise requires no comment.



Plates Nos. 9151-2-3—Fashion Show Displays by B. C. Hampton for Jacoby Bros., Los Angeles, Cal.

These pictures show three of a series of windows designed and installed by Mr. Hampton for the spring style show. They were done in rose pink and white throughout, touched up here and there with a bit of gold. Oval mats cut from rose-colored felt. The same material in the same shade was used for the bodies of the several screens and panels that may be seen in the windows. Along the background and ends were shirred white silk curtains that added much to the general effect. In the larger picture may be seen two large round

box trees in white tubs. A few asparagus ferns were used on the floor of this window. In the windows shown in the smaller pictures, peach blossoms were used in high woven gilt vases with festoons of asparagus ferns. Back of the screen in each of these windows was placed a palm so that just the top showed. The frames of these screens were in true Louis XIV style. The merchandise was all in Sierra Nevada blue, giving a very harmonious tone to the whole setting. The color effect of these displays was beautiful.



SKETCH OF THE SPRING STYLE SHOW WINDOWS OF CHAMBERLAIN, JOHNSON, DU BOSE CO., ATLANTA, GA.

SUMMER FURNITURE DISPLAYS

A FEW PRACTICAL SUGGESTIONS AS TO SETTINGS WITH
ILLUSTRATIONS FROM THE WORK OF JEROME A.
KOERBER WITH STAWBRIDGE & CLOTHIER,
PHILADELPHIA—ARRANGEMENTS
FOR INTERIORS

IN MOST OF HIS WORK the store decorator is many weeks ahead of the general public. During the sleet and slush of January and February all of his ideas are centered around dainty flowers and garden scenes for his spring displays. During the sweltering dog-days he is working on cool fall displays. All of his work is planned and most of it accomplished months before the coming of the season for which it is intended. This is because practical experience has shown it to be a good merchandising policy to *anticipate*—to bring before the possible customer the merchandise in a setting that will suggest a mental picture of the coming season. It is not expected that these ad-



DECORATED SUMMER FURNITURE SECTION.

vance expositions will make immediate sales to all who see them, but they will secure the early attention of the public and sales will follow in due time.

And it is not only wearing apparel that must be shown in advance, as there are other lines that will sell better if they are pushed to the front early. Summer furniture is one of the lines which will respond to early display. Most of the larger stores that carry this interesting line take advantage of the first warm days of April or May to hold an exposition of summer furniture and accessories. Such displays, whether in windows or in the furniture department, can be made highly interesting through careful combinations of accessories and the introduction of appropriate decorative features.

One of the first essentials to the success of a showing of summer furniture display is that it be light and airy in tone. The most attractive settings in this line have been designed to suggest the porch, pergola or garden, with an abundance of



SUMMER FURNITURE ARRANGED BY MR. KOERBER.

flowers, vines and foliage to emphasize the idea of outdoors. Scenic paintings can be used advantageously in most displays of summer furniture.

One of the greatest difficulties with which the decorator must contend in making window displays with this class of merchandise lies in a lack of space in most stores. Since summer furniture is pushed at a time when the greatest possible selling stress is being placed upon wearing apparel of all sorts, in most department stores the furniture will be allowed only one or possibly two windows, of which the display man will have to make the most. Obviously it is impossible to make any considerable showing in one or two windows, so the space will have to be used merely as a suggestion of what is to be found in the big display in the summer furniture department. To get the best results with a display of this character there are several things to be considered.

Some display men hold the opinion that it is best to show as many different varieties as possible without overcrowding, but the better stores have generally adopted the plan of showing a few pieces of uniform style with appropriate accessories and



OUTDOOR EFFECT BY MR. KOERBER.



A FEW PIECES OF FURNITURE SHOWN WITH RUGS AND DRAPERIES BY J. A. KOERBER.

a carefully planned setting, with the idea of suggesting a cozy and comfortable porch that will appeal to every housewife in favor of summer furniture in general, and send her post haste to the furniture department where the real display is to be found.

A grass rug is the appropriate floor covering for a window of this sort. The background setting may be designed in pergola form or it can be an arrangement of posts with a railing to give the idea of a porch looking into a garden. If an elaborate effect is not considered worth while, a simple arrangement of porch screens will answer the purpose very well. A few flowering vines intertwined among the narrow slats of the screens will help the effect materially. In this connection too much stress can hardly be laid upon the importance of using flowers to brighten up the summer furniture display. They add a color tone and a true touch of outdoors that are indispensable in such a setting. Sometimes a good wax figure or two, appropriately dressed and well posed, will help out the effect wonderfully.

As to the accessories to be used in the summer furniture displays, there is a considerable variety to be chosen from. Golf, tennis, canoeing, croquet and similar sports all offer opportunities. If a stand is used, which is highly likely, on it may be placed a magazine or two, a smoker's outfit, etc. The chief purpose of the accessories is to give the setting an air of easy unconventionality in keeping with furniture of this sort.

Some kinds of summer furniture is partially upholstered in cretonne or other similar material which presents an opportunity to work in draperies and wall hangings in the same pattern. In such

a case artificial flowers can usually be found that will correspond closely with the fabric designs. Sketches showing colored decorative schemes for rooms can sometimes be used to advantage with such a display. But whatever else may be done with the summer furniture display, it should never be allowed to appear stiff or formal.

The big show of summer furniture, however, is in the furniture section rather than the windows



A COMBINATION DISPLAY.

and it is this display that requires the greatest amount of thought. In some of the larger stores much time and money are spent in the preparation of highly elaborate settings for the display of summer furniture. In almost any big store that has a furniture department there will be found built-in, semi-permanent settings for the display of summer furniture. Some of these settings are extensive pergolas, while others are in sections or



A DISPLAY OF UPHOLSTERED SUMMER FURNITURE WITH DRAPERIES BY J. A. KOERBER.

booths of many varied shapes and sizes. Marshall Field & Co. of Chicago introduced a remarkable series of settings of the latter sort several years ago. There were some twenty or more sections, all of which were different, and the effect of the whole was that of a dozen old-fashioned and formal gardens with all sorts of attractive little nooks and corners. There were fountains and basins in which fish were swimming, sun dials, bridges and many other features. Visitors could walk from one section to another and in each there would be found a group of furniture in surroundings exactly suited to its design.

One of the easiest ways in which to handle the summer furniture section in a decorative way is to cover the columns of the room in this section with rough bark, attaching branches covered with foliage at the top close to the ceiling and thus producing a tree effect. The section can be set off by means of some simple fence of an ornamental character. A strip of imitation grass along the fence, with bright flowers growing from it, would help. If there is wall space available, scenic paintings can be made use of. The main idea is to change the stiff and formal architectural lines of the store interior so the setting will have more of an outdoor or garden appearance.

Jerome A. Koerber, display manager for the big store of Strawbridge & Clothier in Philadelphia, who is an adept in the display of summer furniture as well as other lines, has designed and installed a large number of unusually good displays of this class of merchandise. Several of Mr. Koerber's window and interior displays are shown here and will give an idea as to how such displays are handled by the leading stores. While some of these pictures are small, they present sufficient detail to make the main ideas clear.

Most stores have their summer furniture exhibitions and sales in April, although in some of the Northern cities May is the chosen month. At any rate the time is close at hand and certainly some-

thing in the way of window and interior decoration should be done, even if it is nothing more than using a few branches covered with spring blossoms. But the line deserves a good showing and any trouble spent in the right way upon it will be well repaid.

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WHILE WE ARE BOOSTING for legislation that will hold the retailer to the selling of his own merchandise at a price and profit irrevocably fixed by the manufacturer, it might be a good idea to insert a little clause referring in some way to profits and prices to be made by manufacturers and middlemen. Of course, if this is in any way objectionable, we withdraw the suggestion.



Plate No. 9154—Display of Summer Suits, Etc., by Arthur Wm. Merry, for Powers-Behan Co., Denver, Colo.

The principal feature of this display was the original and unusual pose of the suits on the forms, both being identical. Light green scarfs with tan figures were adjusted to collars on the shirts and harmonized nicely with the suits, which were of tan. The bangkok hats, canes, belts, gloves, all matched the suits in color. On the floor, a length of tan shirting was puffed loosely over a border of light green plush. The plateaus upon which the forms stood were also covered with green plush. Although but a few minutes were required to execute this display, it made an unusually attractive appearance. The color arrangement was quite pleasing.

YOUR SHOW WINDOW

DOES IT GET ITS MESSAGE THROUGH TO THE PUBLIC—
THE 'TWEEN SEASON DISPLAY SHOULD RECEIVE
MORE ATTENTION THAN IT GENERALLY GETS
— INEXPENSIVE SETTINGS CAN BE USED

J. C. Bodine

EDITOR'S NOTE.—This is the third of a series of articles by J. C. Bodine that will cover in a practical way the designing and building of backgrounds and settings for show windows. The articles will also cover the underlying principles of modern window decoration and display. As a designer of show window settings, Mr. Bodine is in a class of his own. His work for some of the best stores in the United States and Canada during the past few years has attracted much favorable notice not only from merchants and display men, but from the public in general. His articles will have the advantage of being written by a practical designer and workman rather than a theorist. We believe that our readers will find this series of unusual value.

THE AVERAGE MERCHANT is just a little bit inconsistent in the way he handles his show windows throughout the year. He professes himself a "true believer" in window display, but there are times when even the most tolerant of recording angels could not fail to find him guilty of grievous backsliding, if not of rank heresy. The writer regrets to state it, yet it is the truth, that in many cases the merchant's belief in window display is tempered by financial considerations. He talks enthusiastically enough about the wonderful

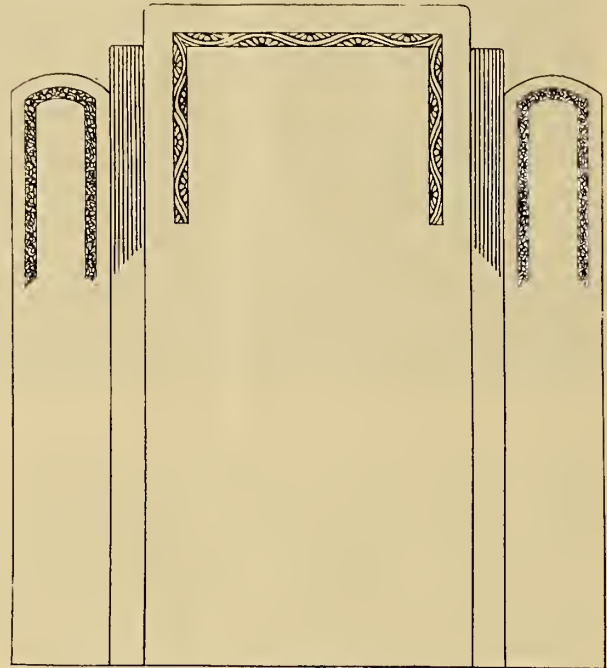


A NEAT FEATURE FOR A SUMMER DISPLAY.

results that are to be had from good displays, but his enthusiasm is visibly dampened when it comes to paying out a little extra money for something for his windows that he believes he can get along without. In other words, he expects much from his windows, but wants to cut their expense down to the last possible penny. This spirit of business economy is highly commendable if it is not carried

too far. But false economy in the matter of window expense can easily be carried so far as to lose money for the store instead of saving it.

The secret of real success in window display from the point of view of the merchant is to develop the greatest possible efficiency in the window at the lowest cost. But when the window falls short of the top notch in selling efficiency, then



COSTS LITTLE BUT ADDS MUCH TO DISPLAY.

the store is losing money, for every lost sale is so much lost money.

All of this moralizing is apropos of 'tween season displays. Nearly every merchant is willing to spend money liberally on his windows three times a year, but no oftener. The spring, fall and Christmas windows must be well decorated, but aside from these three occasions the expense for display is cut to the minimum. Just why this should be is a difficult matter to determine. Certain it is that the show windows work all the year round and they would work all the harder if a little more money were spent to make them attractive in off seasons. Wise advertisers have found that there is money to be spent at all seasons—that there are always plenty of people ready to buy if the needed merchandise is put before the public in the right way. For this reason, when business begins to get a bit dull the wise merchant puts extra steam into his advertising, and he gets returns, too. Why shouldn't the same general rule apply to window display, which is a most important form of advertising? Why put all of the money in the newspapers when part of it applied to the window appropriation would probably yield much more satisfactory returns?

Some merchants allow their spring decorations to remain in the windows through half the summer.

Others take out the spring settings a few weeks after the opening of the season and no more decorations are used until the opening in the fall. Still others keep changing the decorations every few weeks throughout the summer—it is true that no elaborate decorations are used during the summer months, but there is always something fresh to strike the eye of the passerby and convey the idea of newness. That is the main idea—to give the idea of newness and freshness—to let the public know that there is always something doing in this store.

It is true that many of the summer displays are sale windows in the sense that they show merchandise that has been lowered in price since the opening of the season, but that is no reason why the merchandise should not be shown to its greatest advantage. Indeed, as the season progresses there is even more reason why goods should be shown carefully as the necessity of moving them grows more imperative. In the opinion of the writer, the apparently general belief that "anything is good enough for a sale window" is a very erroneous one from a business point of view.

No sensible person would think of doubting the proposition that merchandise carefully displayed in favorable surroundings will sell much more readily than the same merchandise carelessly displayed in characterless surroundings. Then why not apply this principle to summer merchandise as well as to goods offered at the opening of the season? Why not add a bit of freshness to the window occasionally? There can be but the one answer and that is the one that was suggested at the opening of this article—misdirected economy.

The writer does not believe that any merchant would be justified in spending a lot of money on his windows between seasons—but he certainly does believe that a reasonable amount should be spent to keep the windows up to their full standard of usefulness. Is it not possible that some part of the lapse of business during the summer months is due to the fact that the merchant advertises through his uninteresting windows that there is not much of importance going on within the store?

It does not cost much to keep up the interest in windows during the summer. There is so little done generally in this line that even a trifling decorative scheme will attract much more notice than a far more pretentious one would at other seasons. Sometimes a well placed touch of color will be all that is needed—something to break the monotony of plain mirror or wood backgrounds. Color and a bit of pleasing design are the principal requirements of a summer background. With the color selected to suit the merchandise, the architectural arrangement can be adapted to correspond with

the requirements. By "architectural arrangement" it is not meant that a lot of structural work will have to be built in. The intended meaning is that there always should be architectural balancing to any design, no matter how simple.

For example, take either of the two little set pieces shown here. These are simple three-panel screens that can be built at comparatively small expense and either of them will add class and tone to any window having wood or mirror background. They can be built of composition board and colored to suit the merchandise that is to be displayed with them. If necessary, they could be finished in neutral tones to harmonize with practically any kind of merchandise. The decorations may be handled in endless ways to meet the requirements of any case.

Pieces like this can be made in nearly any size and the dimensions can be altered to fit any window need. Little panel designs on the order of those shown would be especially desirable for displays of pre-season merchandise or for any other occasion when the merchant would like to give special emphasis to his windows. Their inexpensiveness recommends them even to the most economically inclined.

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IN MOST CITIES where there are several theaters where plays run for a week or so, it will pay to go after the theatrical trade. When a company arrives in the city it is an easy matter to get the names of the members and send each an individual card requesting that the addressee call at the accommodation desk with the card and he or she will be turned over to a special salesperson who gives especial attention to the theatrical trade.



Plate No. 9155—A Straw Hat Display by W. W. Van Gorden, for E. Epstein, Rocky Mount, N. C.

Here is shown an attractive little display of straw hats. At the back is a folding screen trimmed at the top with nasturtium vines. Plush was draped over two small pedestals and across the floor in loose folds. Just enough hats were shown and they were arranged in an apparently careless manner that takes away the stiffness so often seen in straw hat displays. Each hat had a small price ticket.

DRAWING FOR THE DISPLAY MAN

SOME PRACTICAL POINTS COVERING THE ELEMENTARY PRINCIPLES OF SKETCHING THAT EVERY DISPLAY MAN SHOULD KNOW—RULES THAT MUST BE FOLLOWED TO GET RESULTS

William E. Barber

EDITOR'S NOTE:—This is the second of a series of articles intended to instruct the display man in the general principles of drawing in its various branches. In preparing these articles, it has been the purpose of the writer to make them direct and practical, eliminating theories and presenting the governing principles of draftsmanship as simply as possible. There is so much that might be said on any one of the innumerable phases of composition and drawing, that it has been necessary to touch, as briefly as may be consistent with thoroughness, upon the more important phases of the subject.

IN THE PRECEDING CHAPTER it was explained to the reader that the shapes of masses of light and shade were more important to the eye than the smaller details, no matter how characteristic the latter may be when examined minutely at close range. In other words, the eye grasps the biggest, most prominent features of any vision. We must, therefore, learn to put on paper the big masses as the eye sees them. However, it is the shape of the masses rather than the color that is

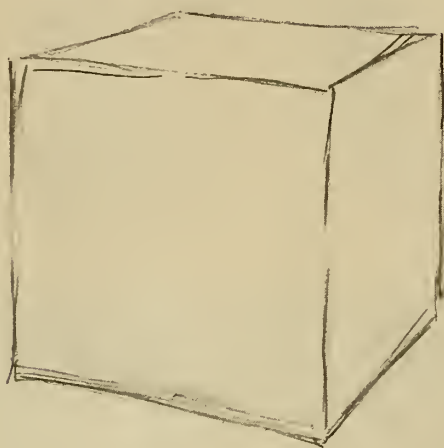


FIG. 3—SKETCH ROUGHLY BLOCKED IN.

of the most importance. For instance, if one is shown a side view silhouette of an elephant it will be recognized instantly on account of its shape, whether it is colored red, green or black. It is, therefore, only necessary to show the shapes of the masses by lines instead of filling them in. This is called outline drawing.

BLOCKING IN

Outline drawing is not at all difficult when one understands the few simple rules. To begin with, however, the student should understand that draw-

ings cannot be made properly by starting on one part and finishing it before the other parts have been considered and sketched in. For instance, in drawing the picture of a man in outline we cannot start with a line down one side of the face, over the shoulder and down around the hand and so on, clear around to the starting point. Possibly an expert, after much practice, might be able to draw a man in that way, but the beginner certainly can not. The way to start any drawing is by first "blocking it in."

To "block in" means to make a very rough sketch showing the general shape and proportion

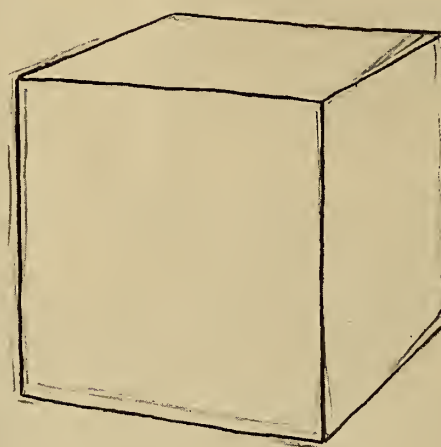


FIG. 4—PERMANENT OR FINAL LINES ADDED.

of the object to be drawn. In blocking in, instead of making a single line, the artist makes several very light lines, one after the other, until by comparison he determines just where the final line is to be placed. The blocking in process is illustrated in Figure 3. These rough lines are placed in approximately their right positions, but the final lines as shown in Figure 4 are not begun until the various proportions have been mapped out in a general way, as shown in Figure 3. Now practice blocking in simple objects, always using short, quick strokes. You can't get the right lines if you block in slowly. Work fast.

PERSPECTIVE

Before starting to make a drawing, however, the beginner must understand the general principles of perspective, which is the essence of all drawing. Perspective is very simple, yet it is a barrier that stops every amateur artist until he has mastered it. Roughly speaking, perspective is the art of reproducing on a plain surface, such as a sheet of paper, the *appearance* of an object regardless of its actual form. By perspective we can show on a flat piece of cardboard having only length and breadth, an object



FIG. 5—SHOWING HORIZON LINE AND VANISHING POINT—NOTE DIMINISHING SIZE OF TREES.

having length, breadth and thickness. Perspective has an influence on practically every thing we see and changes the actual shape of an object to another shape that corresponds with the limitations of our vision. One of the best and easiest illustrations of perspective is to stand in the middle of a straight railway track and notice how the rails draw closer together the farther away from us they are. Each succeeding telegraph post seems shorter than the one in front of it. Everything seems to be growing smaller and drawing together in the distance and, if the day is clear, the rails, posts, fences and all dwindle into one small point in the extreme distance. We know that the rails are the same distance apart and that the distant posts are as high as the closer ones, but perspective makes them appear different to the eye.

AERIAL PERSPECTIVE

There is another form of perspective that is highly important to the scenic painter, but which will make but little difference to the display man who only sketches his window settings. This is called aerial perspective. It is illustrated by the changing value of light, shade and color as the distance from the eye grows. As an example, look over a landscape and you will note that in the foreground you can see all the details of color and light and shadow. Trees that are farther away show these details less and less distinctly as the distance grows. Finally, in the extreme distance, all of the trees are mere hazy splotches of blue, purple or grey, according to atmospheric conditions. Figure 5 shows how the laws of perspective act in diminishing the size and obliterating the details of objects.

The farther an object is from the eye the smaller it appears, as has been demonstrated in Figure 5. This is very evident in the large space of a landscape where distances are so great as to make far objects appear very small in comparison with similar objects close to us. The difference

is not so easy for the beginner to see, however, when the objects are close to the eye and the difference in size is less marked. Nevertheless the law applies quite as accurately to close objects in small spaces as to widely separated objects in great spaces.

When the distance is short the beginner's own reason makes it difficult for him to realize that the laws of perspective are working. It is quite easy, however, to convince himself if he will experiment a little and observe closely. For example, take two pencils of exactly equal length; sit squarely in front of a table and place one of the pencils close in front of you; place the other on the farther edge of the table parallel to the first one. Look at them both at the same time and see if you can notice the difference in their apparent lengths. Most beginners know so well that the pencils are the same length that they find it impossible to note the apparent difference when placed on the table before them. But the difference exists and here is a simple way to demonstrate it: With each hand pick up a pencil, but be careful to maintain their relative positions just as they were on the table—do not move them any closer together. Now turn the pencils into a vertical position and without changing the distance between the pencils move them into range so that both can be seen close together with one eye closed. It will be noted that the farther pencil appears only half as long as the closer one. Bring the pencils closer together and the difference in length grows less and less until they are equal when placed side by side.

Stand at the edge of a large body of water and look at the line where the sky appears to meet the water. You will note that the water appears to gradually rise up to this line, which is exactly on a level with your eye. No matter how high you may get above the water, this horizontal line will always rise until it reaches the level of your eye.

This is called the "horizon line" and it is an important factor in the composition of any landscape drawing.

Now, for purpose of illustration we will suppose that you are standing in a straight road running across a perfectly level plain. If you will look down that road as far as you can see there will be the horizon line just as it was on the water. The road will gradually rise up to the eye level at the horizon line. You will notice that the bot-



A GOOD EXAMPLE SHOWING PERSPECTIVE.

toms of the telephone poles will rise up and the tops come down to meet the eye level on the horizon line. If there are any houses or buildings parallel with the road, their roof peaks, eaves and foundation lines will all either slant up or down to meet the horizon line, according to whether they are above or below the eye level.

All receding horizontal lines extend into the horizon line, slanting up and down, respectively, as they are below or above the eye level.

THE VANISHING POINT

If you will look down the road again you will note that all of the lines that are parallel merge into the horizon line at a single point. The tops of the telephone poles come down, the bottoms rise up and the fences gradually draw together until they disappear all at the same point. If you were to draw lines along the top and bottom of the barn parallel with the road, these lines, too, would end at the same point. This is called the "vanishing point."

Here is a little easy experiment: Take any accurate photograph or other picture showing a view looking down a street. With a ruler, run a

pencil line along the edge of the sidewalk; then run another pencil line along the window sills of some building having several windows—these lines will cross. Now draw another line down one of the street car rails and another along another row of windows of another building—all of these lines will come together at a single vanishing point. This point will be on the horizon line (supposing the camera lens to have been at the eye level), but it is not likely that the horizon line can be seen on account of intervening objects.

The writer has spent a good deal of space in explaining the horizon line and vanishing point in relation to landscapes for the reason that precisely the same principles apply in all drawing. Now let us get a little practice drawing simple familiar objects and applying the rules of perspective, as follows:

A.—All horizontal lines receding from the eye run into the horizon line, which is at eye level.

B.—All receding horizontal lines below the eye slant upwards and all above slant downwards to meet the horizon line.

C.—All parallel horizontal lines receding from the eye meet at a single point on the horizon line.

PRACTICE EXERCISES

Take some rough scratch paper and pencil and do a little practice work. Establish first your horizon line, remembering this is the equivalent of the



SHOWING CONVERGING PARALLEL LINES.

eye level. It will come probably about one-third the distance above the bottom and two-thirds from the top of the picture. Then look for parallel receding lines in whatever you are going to draw. If it is a building, take eaves, the tops and bottoms of windows, etc. Then make your sketch after the "blocking in" system described. Do not rule the lines. Always keep the horizon line and vanishing point in mind. Don't spend too much time on the sketch, as it is only to try out your knowledge of



Plate No. 9156—A Book Display by Malcolm J. B. Tennent, for Meier & Frank Co., Portland, Ore.

The idea for this setting was taken from the picture on the cover of the book, "Once to Every Man." A miniature log cabin was built of small pieces of wood and the clapboard roof was imitated nicely. The cabin was placed on a little

grass-covered hill and surrounded by a variety of natural foliage. Inside the little cabin, as in the one in the picture, the light gleamed brightly. The painted background fitted in with the foreground admirably.

the principles of perspective and the directions of the various lines will show whether you are right or wrong.

After the sketch is completed, if you have a camera, take a snapshot from the same point of view, being sure to get the lens as close as possible

to the same level as your eye was. By comparing the sketch with the print and using a ruler on the photo to determine the horizon line and vanishing point you will soon see where mistakes have been made. Next month we will apply perspective drawing to window work in a simple and practical way.



Plate No. 9157—A Neat Ledge Display by Jerry Jarrett, for Stromberg-Hoffman Co., Georgetown, Tex.

There are many stores in which the valuable display space on ledges is allowed to go to waste. This picture shows how well this space may be utilized if the right sort of merchandise is chosen for the display. This showing of bags is one

that would be sure to attract the attention of anyone who might possibly be in the market for such an article. The simple white pedestals twined with flowers give just that decorative effect that is needed to set off the bags properly.

DRUG STORE DISPLAYS

THERE IS MUCH ROOM FOR IMPROVEMENT IN THE DISPLAYS MADE BY THE AVERAGE DRUG STORE—STILL THERE HAS BEEN A BIG IMPROVEMENT DURING THE PAST FEW YEARS

ON THESE PAGES we show a number of exceptionally well-handled displays of the accessories carried by the average drug store. These displays are the work of Mr. Schepens for Murgittroyd's drug store in Spokane, Wash. It would be extremely difficult to criticise any of these displays, for each of them is carried out in a decidedly clever and workmanlike manner. They are the sort of window displays that sell goods. We are going to say some more about these displays of Mr. Schepens later on, but by way of introduction, we have a few remarks concerning drug store displays in general.

There is probably no important retail line in which the window displays are so indifferently handled as those of the druggist. It is true that there has been some improvement noticeable during the past few years, but a marked advance over old methods has been made by relatively few stores. Possibly the reason for the druggist's indifference to the possibilities of his show windows is a matter of tradition or deep-rooted custom. In years gone by the drug store was a pharmacy, pure and simple. Practically all sales were made to people who wanted drugs of one sort or another. It would be useless to make a display for this class of trade, which had to come to the store anyway. In those days the main attraction of the druggist's window was a pair of big globes, one filled with red liquid and the other with green. Every druggist had these big bottles, whether he had anything else in his window or not. But that was practically the extent of the druggist's window display in the old days. Aquariums filled with miscellaneous small

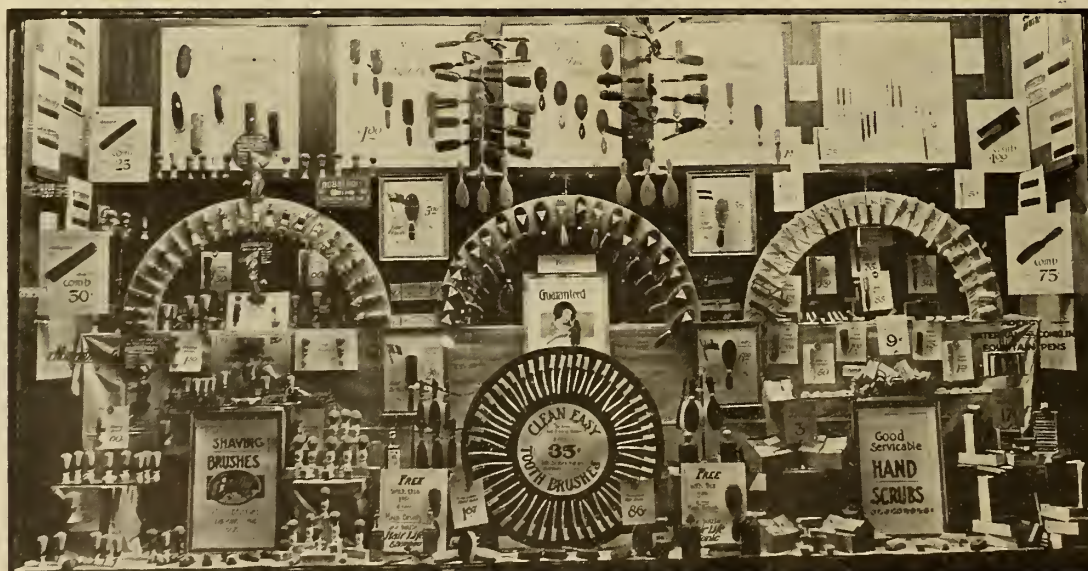


ALCOHOL STOVES AND KINDRED LINES.

fish were also in high favor as window attractions, although, of course, the fish were not for sale.

But even to the present day the average druggist, unless he is located in some high-rent stand in a big city, apparently has no conception as to how to get results from his windows. Indeed, there are proportionately very few drug stores that have regular display windows. Such windows as they have are generally without backgrounds which makes satisfactory display impossible. Even if the windows have possibilities for display, they are almost invariably filled with lithographic advertising cut-outs, exploiting grape juice, cough drops, safety razors, talcum powder, etc. The manufacturer keeps the druggist more than supplied with advertising matter for the show window, and the druggist dutifully puts it there without stopping to consider whether or not he could use the window space to better advantage.

We will admit that there would be little use of trimming a window with drugs, unless it would be



AN EXCELLENT DISPLAY OF BRUSHES BY MR. SCHEPENS FOR MURGITTROYD'S.



with proprietaries at special prices. But every drug store, no matter how conservative, sells many things that will respond readily to intelligent window display—toilet articles, talcum powders, cameras, rubber goods, soaps, and endless others. Sales on any of these lines can easily be multiplied by showing them in the windows in the right way. In fact, it is largely through learning by experiment the remarkable selling power of good display, that many city drug stores have grown to be young department stores, selling scores of different lines that the old-time druggist would never have dreamed of selling.

In fact, there is no general class of merchandise that sells more readily through being displayed in the show window than that great variety of merchandise that can be logically carried by the druggist. The lines carried as accessories by the drug store are made up of those articles for which there is a constant and universal demand. At the same

time, many of the things carried are such as to have suggested to the customer who might otherwise get along without them. By all means, the druggist should utilize his windows just as scientifically as does the department store man. They will yield great returns if they are handled right.

But the first necessity is the right kind of a window. Probably because of tradition, most drug store windows are not enclosed, and many of them open directly into the store. That is all wrong. The window must be closed in and made frost-proof. To get the greatest display value from any window, it must have a background, and this is especially true of the drug store window, as many of the sundries can be shown to good advantage on shelves placed against the back.

The drug store window should be trimmed preferably once a week, certainly not less often than twice each month. A display may be left in a window longer in a very large city than it would be in a smaller place, for the reason that the larger the place, the more different people there will be passing the window. When the window is changed, it should be changed altogether—it should be made to look entirely different from the way it looked before, otherwise many people will think it the same window and pass it by. If practicable, the class of merchandise shown should be entirely changed.

When a druggist has only one or two windows, they will have to be handled differently from the way they would be used if there were four or five windows. If there are several small windows, it is a good idea to show a single line of goods to the window. Solid displays of this sort seem to be more effective from a selling point of view than mixed displays where a variety of lines are shown. If there is only one window, and it is a large, long one, the best thing to do is to cut it up into sections





DISPLAY OF WATER BAGS FOR SPECIAL SALE.

by means of movable dividers that can be shifted about to meet requirements. As to fixtures, there are various display devices designed for the drug store window. Probably the most useful single fixture is the glass shelf which can be had in almost any size and can be used with or without metal supports.

There is little use showing staple goods in the drug store window at staple prices. Either leave out the staples or change the prices (if that is the policy of the store.) It is the firm conviction of the writer that everything the druggist shows in his window should have a price ticket attached. On seeing anything he wants in a window, the first thought that pops into the mind of the average person is: "How much does it cost?" This question might as well be answered from the window, as it has to be answered sometime if a sale is made. If the price is in the window and is satisfactory, a sale may be made upon the spot; if the price is not there, the possible customer may pass on. If prices are right, there is every reason why they should be displayed in the window; if they are not right, there is little use of displaying the goods.

Having purged our system of these views on the subject of drug displays in general, let us now get back to the excellent examples shown here. It will be noted that all of the windows shown are regularly built in and have backgrounds similar to those used in department stores. The windows are somewhat shallow, as a drug store window should be. If they are too deep, the goods at the back cannot be seen. In each of the displays is shown a single line or several lines that are closely allied. For example, in the hot-water-bottle window there are shown a few atomizers. In the same manner alcohol stoves are shown in the same window with thermos bottles, electrical heating and cooking appliances, chafing dishes, etc. Each line, however, is shown in a group by itself.

The brush window is an interesting one. In it

are shown all sorts of brushes, each kind being grouped separately. Very appropriately combs were also shown in this display. A good idea is shown along the top of the background where a number of large cards have been fitted into the panels of the back. On each card is fastened an assortment of brushes of various kinds. Lettered on the card is the price and a few words as to the unusual points of the attached brushes. Other smaller cards with a single brush or comb attached are used to excellent advantage throughout the display.

In connection with the hot-water bottle display, the big show card in the middle made the following offer, good for one week: "Bring us your old water bottle or fountain syringe. We allow you 25c for a 2-quart or 35c for a 3-quart, on the purchase of a new one." In the talcum powder window a dozen or more varieties were shown, all of them being priced. A careful study of these displays will disclose many clever points in handling.

× ×

IN MANY STORES there is a rule that whenever a salesman is given a bill by a customer, he shall call the amount back. This is a little easy insurance against controversies with the man who says he is sure it was a "two" when the clerk is very positive it was a one dollar bill.

× ×

POSSIBLY a store may be able to get along with the same old customers year after year but it is a poor merchant who is willing to do this unless he has all the customers in the community. New trade is what makes the store grow and new customers can only be had by hustling for them.



Plate No. 9158—Setting for an Automobile Display by Oscar Klausner, Detroit, Mich.

On special occasions display men are frequently called upon to decorate windows that have no backgrounds. This picture shows how Mr. Klausner, who is display manager for the Newcomb-Endicott Company made a backing for an automobile. There is nothing fancy about the arrangement, but at the same time the car is shown up in stronger relief than if there had been more detail. Shirred material was used to cover the walls and ceiling and floor was puffed. The simplicity is quite attractive.

A NEW WOOD FINISH

A NEW AND EXCEPTIONALLY ARTISTIC WAY OF HANDLING CYPRESS OR FIR WOOD FOR BACKGROUND DECORATION—REPRODUCES THE BEAUTIFUL SUGI WOOD OF JAPAN—FINE GRAIN EFFECT

William H. Hinks

With John W. Thomas Co., Minneapolis, Minn.

IT IS SAID that in no country has the handling and finishing of wood been developed to so high an art as in Japan. This possibly is due to the fact that the Japanese are innate artists and because in that country wood is used almost exclusively for building. The Japanese handle wood with remarkable artistic feeling. They depend upon the texture, grain and color of the wood itself for beauty rather than upon paints, stains or varnishes. Any natural grain that the wood may possess is developed and enhanced to the highest possible degree. One of the handsomest of Japanese woods is called Sugi. It has a remarkable subtle tone of color and the beautiful grain has a soft and velvety texture peculiar to itself.

Sugi wood decoration was introduced in the United States by the well known interior decorator, Bradstreet. Mr. Bradstreet had traveled much in Japan, studying their marvelous decorative style and paying particular attention to their methods of finishing woods. He was especially impressed

with the Sugi finish, which is used considerably in the handsomer homes of that country for interior decoration. Upon returning to this country, Mr. Bradstreet produced some substitute for the very expensive Sugi wood to be used in the finishing of the interiors of some of the many handsome residences he was called upon to decorate. It was practically impossible to use the genuine Sugi wood of Japan, not only on account of its almost prohibitive price, but because of its scarcity. After studying carefully the possibilities of all available woods, Mr. Bradstreet selected American cypress as having the most favorable grain, both in the matter of resemblance to Sugi and in its adaptability in the matter of finish. Accordingly, he proceeded to experiment. Eventually he produced an imitation that cannot be distinguished from the Japanese Sugi wood. It has an exquisite contrast in the grain and is altogether unlike any other wood effect.

The writer has used Mr. Bradstreet's process with very satisfactory results. The process is not a difficult one, nor need there be a great deal of expense attached, so the display man can make a few experiments and easily test out the finish to determine whether or not it is suited to his needs. Cypress wood being somewhat expensive for the purpose of the display man, a cheaper and quite satisfactory substitute may be had in fir. Fir, how-



THE FRAME WORK OF THIS SETTING WAS FINISHED TO IMITATE JAPANESE SUGI WOOD.

ever, varies greatly as to the beauty of its grain, so it will be necessary for the display man to visit the mill personally and make his own selection in order to pick out the beautiful curly grains.

The process of finishing is not a difficult one, although good judgment and considerable care are required to get the best results. It is suggested that the experimenter first get some short pieces of fir and test out the process before starting in upon wood that is to be used in the window. This is the way it is done: Take a well grained piece of fir and with an ordinary blow torch char the wood as evenly as possible all over the surface to be finished. Then take a steel brush, not too stiff, and brush out the charred wood. Do *not* brush with the grain, but across it. And do not brush too heavily.

After wiping the dust from the wood, take a cake of wax and go over the hard grain of the wood, which will be found to stand out in slight relief from the softer part that has been burned away. Then polish thoroughly with a cloth. When through you will have one of the most beautiful pieces of wood that can be imagined. The softer fiber naturally burns a trifle deeper than the harder grain. When finished, the hard grain stands out with a fine polish against the velvety softness of the rest of the wood, giving it an appearance that is indescribably rich.

The wood can be left in the natural color, which is a deep rich brown when burned, or it may be finished in any color to suit the fancy of the decorator by simply using a water color filler. Of course, the filler would have to be applied before the waxing and polishing process. Simply apply the water color filler with an ordinary paint brush. Then, with a piece of cheese cloth, wipe off the color from the hard grain. Allow it to dry thoroughly and then use the wax and polish afterwards. The color will show up in the soft wood, while the hard grain will stand out in either a very dark brown or black. It will be seen that there are great possibilities of harmony or contrast in color schemes.

Naturally, a wood of this character should be used judiciously in window decoration. The design should be in harmony with the rich character, and the surroundings and merchandise should also harmonize. The illustration shows a window design made of imitation Sugi wood by the writer. The picture shows only the central design, as the ends of the photograph were faulty and had to be cut off. It will be noted that the general character of this design is suggestive of the Japanese style. Flowers were used discreetly to lighten the rather dark effect of the wood finish. Of course, this picture fails entirely in showing the effect of the beautiful Sugi finish.

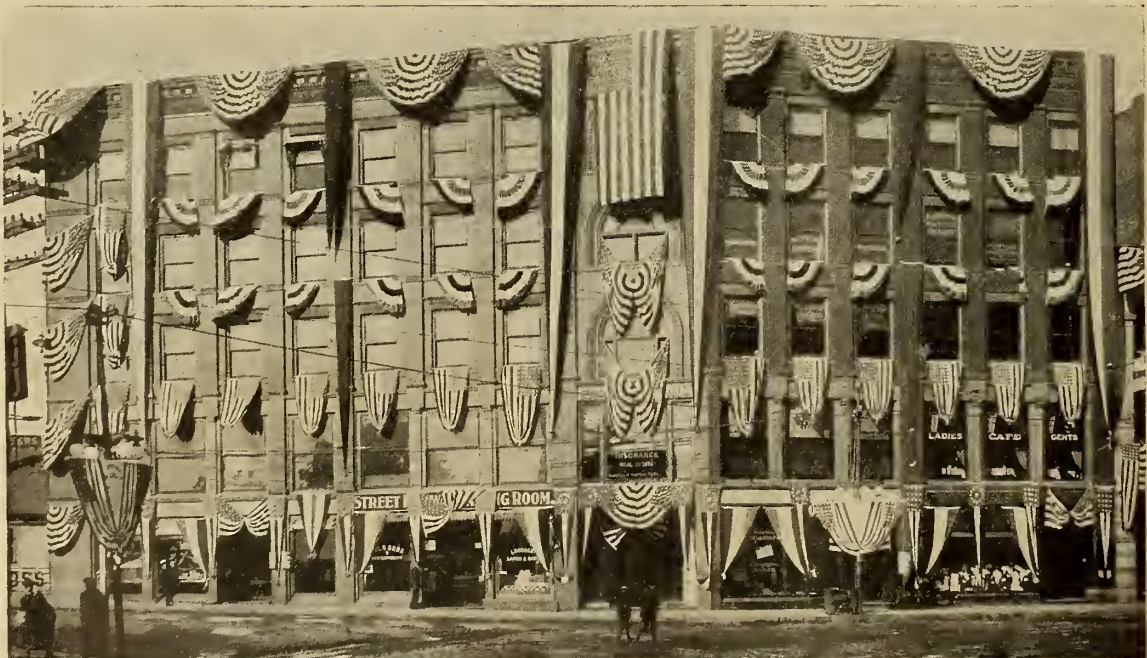
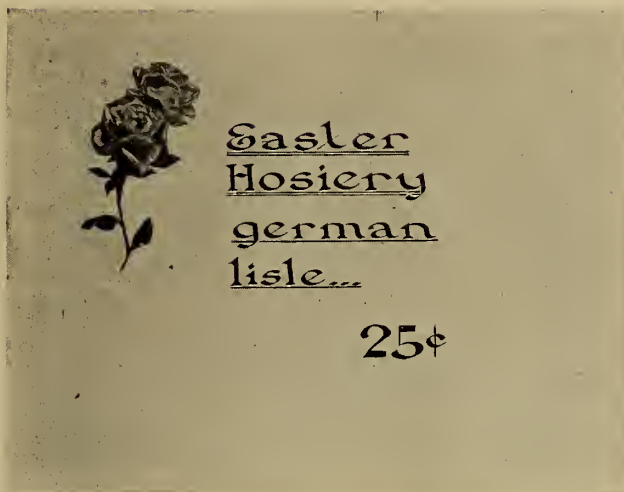


Plate No. 9161—A Patriotic Exterior Decoration by A. A. Capwell, Fitchburg, Mass.

Flags are the most generally used medium for decorating the outsides of buildings, yet there are many otherwise clever decorators who have difficulty in getting good effects with the flag. In this picture is shown a building that is well

handled with flags and red, white and blue banners. This decoration was made on the occasion of the one hundred and fiftieth anniversary celebration of Fitchburg, Mass. The bright colors were highly effective.



A FEW GOOD SHOW CARDS BY CHAS. E. ORR, WITH GOLDSTEIN-MIGEL CO., WACO, TEX. THE ORNAMENTS ARE FLOWERS IN COLOR, CUT AND PASTED SMOOTHLY TO THE CARD—LETTERING WAS IN BLACK WITH RED UNDERLINING.



Plate No. 9159—A Spring Shoe Display by Jerry Jarrett for Stromberg-Hoffman Co., Georgetown, Texas.



Plate No. 9160—A Spring Shoe Display by Chas. E. Orr, for Goldstein-Migel Co., Waco, Texas.

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WINDOW DECORATOR AND ADVERTISING MAN

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*Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

*When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

*Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

April, 1915

CONTENTS.

	Page
A Remarkable Front.....	9
Summer Furniture Displays.....	19
Your Show Window, J. C. Bodine.....	22
Drawing for the Display Man.....	24
Drug Store Displays.....	28
A New Wood Finish, W. H. Hinks.....	31
Show Cards	33
It Works Both Ways.....	34
Trading Stamps	34
Five-Day Return Limit.....	34
Gas Filled Lamps.....	35
Our Monthly Prize Contest.....	35
Department Store Plan.....	36
Getting Goods from Windows.....	36
Notes from New York.....	37
The Editor, Walt Mason.....	40
Short Lengths for the Ad Man.....	42
Our Annual Prize Contest.....	46
I. A. W. T.....	48
The Program Committee.....	48
Rules for Prize Contest.....	52
For Our Advertisers.....	57

It Works Both Ways

MERCHANTS IN COUNTRY TOWNS complain with a good deal of bitterness of the competition of the mail order houses. There can be no doubt that they are justified therein for from the country comes most of the great flood of money that annually pours into the coffers of the catalog houses. We find however that the farmer, too, has his story to tell. He has a grievance against the town and in a good many cases his grievance is a just one. He complains that the town does not give him a square deal when he comes in to market his goods and this is often true although the retailer may not be in an way to blame.

It seems likely that in the near future country merchants will see the necessity of considering seriously the welfare and comfort of the farmer while he is in town, regardless of whether he comes to buy or to sell. In some communities considerable progress has been made in this direction through co-operation. Inexpensive and satisfactory arrangements have been made for taking care of teams or automobiles, and headquarters have been provided where farmers and their families can meet and use as rest rooms. In some western towns such a good understanding has been arrived at that large numbers of local farmers are members of the merchants' associations.

§ §

Trading Stamps

THEY ARE HAVING an interesting time in Utah over trading stamps. Practically all of the merchants of that state have determined to get rid of the pestiferous stickers, and the stamp companies together with a small but fighting following are endeavoring to uphold them. If the stamps cannot be eliminated entirely, the merchants generally have determined that the stamp people will at least be called upon to pay something for the maintenance of their enterprise. With this in view several bills have been introduced. One of them provides for the giving of a \$50,000 bond by every trading stamp company operating in Utah. Another proposes a tax of 50 cents for every issue of 1,000 trading stamps to a merchant and 50 cents more for the issuance of every 1,000 stamps to a customer. Other bills of a similar character are to be introduced. In California and Oregon similar fights are going on as they are in other states. As we may have casually observed before—the trading stamp is somewhat easier to pick up than it is to drop.

§ §

Five Day Return Limit

FOLLOWING THE LEAD of several other cities, New Orleans merchants, members of the Retail Merchants' Bureau of the Association of Commerce have announced that after April 1 they

will allow their customers only five days from the date of purchase in which to return goods. At the expiration of that time limit the sale will be considered closed and goods returned will not be accepted.

Action of the New Orleans retailers is in line with similar action taken in a number of other large cities of the country and is a part of the general movement which has for its object the correction of the abuses grown out of the return of goods privilege now granted by stores generally throughout the country.

Retail merchants have no idea of taking away the privilege entirely. What they are aiming at is to place a time limit on it. Merchants in every line of business have learned from experience that within the last ten years purchasers have assumed the right to have goods to the amount of their limit of credit sent to their homes and often with no thought of keeping but a small portion, if any, of these goods.

✕ ✕

Gas-Filled Lamps

REFERRING to the article in our last issue regarding "Caution as to Use of New Nitrogen or Other Gas-Filled Lamps," the principal object was to call attention to the fact that these lamps can be safely used under certain restrictions; for instance, in the city of Chicago, city of Winnipeg and many other cities, ordinances have been drafted providing for the use of these lamps. These ordinances, we understand, follow closely the new rules now being considered by the Underwriters, and which will most likely be adopted. One will be safe in following these rules in installing the gas-filled lamp.

The principal restrictions are regarding the wiring and sockets. Asbestos-covered wire must be used in all fixtures when gas-filled lamps are used. Where lamps larger than 300-watt size are used, only one lamp can be operated on a circuit, and each lamp above 300-watt size must have a separate cut-out. In no case is the combined wattage of two or more lamps depending on one circuit to exceed 660 watts.

In show window lighting, trough reflectors or exposed conduit with individual reflectors can be used, providing they are wired with asbestos-covered No. 14 B. & S. gauge wire, and lamps of such size used where no exposed portion of the lamp or fixture attains a temperature in excess of 200 degrees Fahrenheit.

Where show windows are wired in accordance with the above rules, the new 100-watt type "C" lamp can be safely used. Owing to the high temperature attained by the larger lamp, it is evident, however, that nothing larger than this new 100-watt lamp will be permitted in show windows.

This lamp is of a very popular size. It is in-

expensive, and was especially designed and worked out for show window lighting. By its use the valuable color properties and other benefits claimed for the gas-filled lamp will be obtained.

✕ ✕

A Buy-at-Home Campaign

SOME TIME AGO the merchants and manufacturers of Montgomery, Ala. started a vigorous campaign with the view of keeping at home a lot of money that was then being sent out of town for all sorts of merchandise. A simple form of pledge was got up and printed on cards which residents of the city and vicinity were requested to sign. Up to the present time about six thousand cards have been signed and all of them by responsible people. The merchants are enthusiastic over the scheme and there has been a marked increase in receipts by practically all of the stores. One of the Montgomery newspapers has been giving a good deal of space to the campaign and has been a strong factor in its success. The same plan could easily be used in any city.

✕ ✕

FOR SEVERAL MONTHS the city of Joliet, Ill. has been attempting to secure an appropriate advertising slogan and fifty dollars was offered for a phrase which might be deemed most acceptable by the local advertising club. More than 1,400 suggestions were submitted and from these was selected "Joliet the City That Offers Something Better."

✕ ✕

Our Monthly Prize Contest

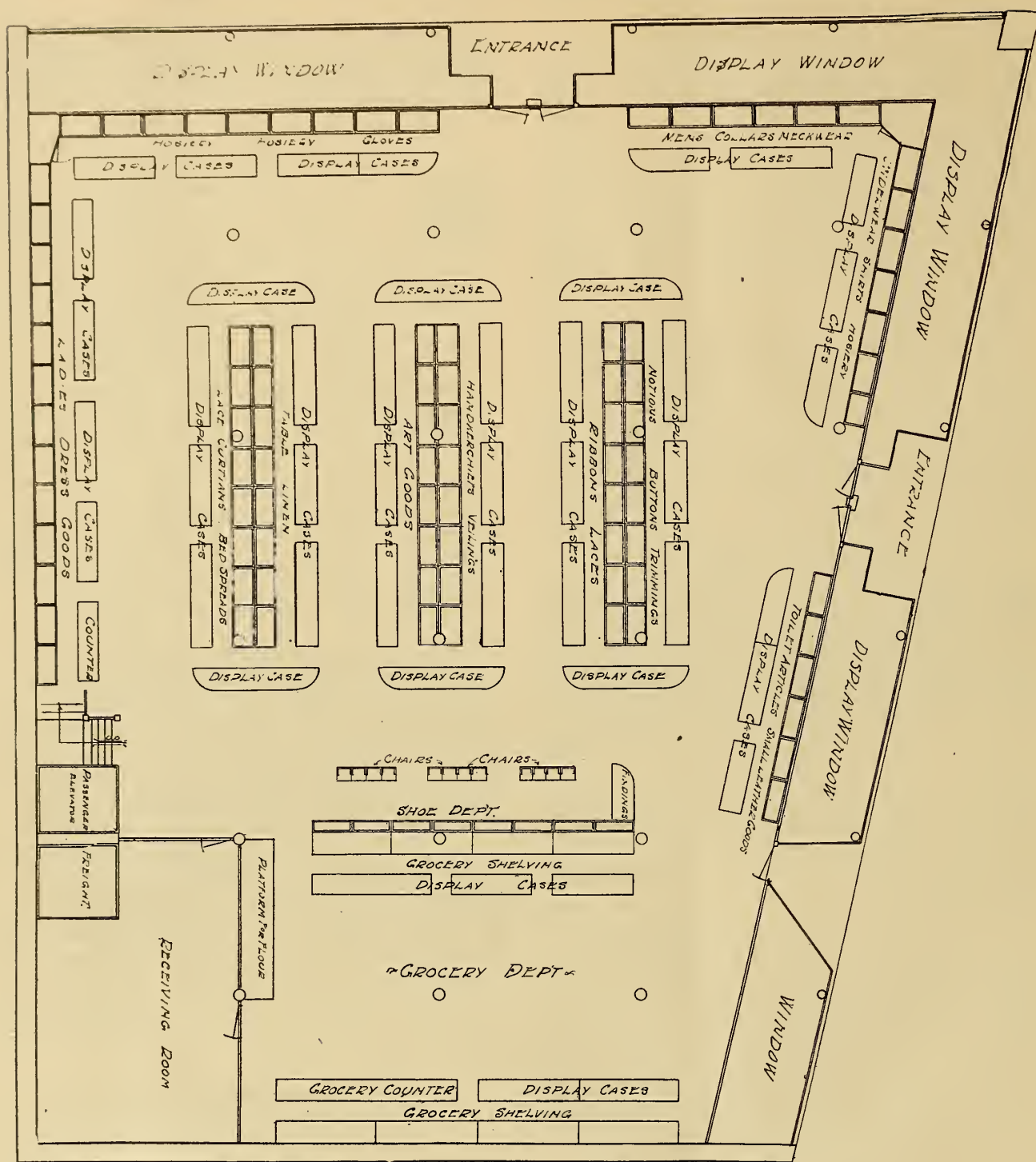
THE Merchants Record and Show Window awards a prize of \$5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of \$5 the winner is given a handsomely lithographed certificate of award. Awards for 1915 have been made as follows:

Harry W. Hoile, Birmingham, Ala.

John R. Patton, Indianapolis, Ind.

Wm. M. Sheppard, Sioux City, Ia.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.



GROUND FLOOR PLAN OF A THREE-STORY DEPARTMENT STORE.

Department Store Plan

THIS PICTURE shows the lower floor of a three-story department store facing on two streets. The plan provides for an abundance of window space and the arrangement of the first floor stocks leaves plenty of aisle room. The women's ready-to-wear, rugs, carpets, house furnishings, etc., are carried on the upper floors. The details of this floor plan are so easily understood that no description is required.

Getting Goods from Windows

OCCASIONALLY IT HAPPENS that merchandise must be taken from a display to please some customer who insists upon having some particular article he has seen in a display. If the display is a pretentious one, no one but the display man or one of his helpers should be allowed to disturb the display. The average salesperson in a show window is generally a good deal like the proverbial bull in the china shop.

NOTES FROM NEW YORK

NOTABLE DISPLAYS OF FOOTWEAR—DISPLAY CONTEST IN SYRACUSE—THE TRIBUNE'S CAMPAIGN FOR HONESTY IN ADVERTISING—NEW YORK DISPLAY MANAGERS' CLUB BUSY—OTHER NEWS

F. F. Purdy

NEW YORK has had two unusually good shoe windows lately. One was at Saks'. It was a black and white window. The background panels had black and white stripes about a half inch wide, and the shoes and slippers were black and white, with black and white skins. The effect was unusually striking and really artistic at the same time. Asking Mr. Richter where he got the idea, he said that he was passing a wall paper store one day and noticed the black and white stripe paper in the window and he immediately went in and got enough of it for his purposes. Thus it seems that the panels were "nothing but wall paper," which the casual passer-by would never suspect. It was a window of unusual tone and style. The other window was at Gimbel's. The shoes shown had all the uppers of the putty color now so popular for uppers. There was a library table, on which were a few of the shoes, and near by, in the center of the window, sat a wax figure maiden with her feet stretched out in natural position on a cushion, the shoes being of course with the putty colored tops. About the window also were a few high stands, with small tilting glass tops, large enough to hold two of the shoes. There were an unusually small number of shoes in the window for an effective display, but it was all the better for that, and the window, full of style and art, made a hit with the crowd.

A WINDOW DISPLAY CONTEST

Syracuse was very much on the map the last week of March in window display. The Chamber of Commerce arranged a competition among the window trimmers of the city during that week, to decide which store came out with the finest windows. This competition keyed up the display managers to the limit, and the event was so widely advertised that it drew in visitors to the shopping district, not only from all over the city, but from the surrounding towns as well. Herman Frankenthal, the Altman display manager, was drafted as a judge, and he went up on March 24, and was met by a committee from the Chamber of Commerce on his arrival the morning of the 25th, preliminary to his making the rounds. Aside from getting a competent authority to pass on the exhibits, this was a very valuable advertising feature to secure popular interest in the occasion. The local papers were full of it, and the fact that "Mr. Frankenthal, the Altman decorator," was to act on the jury, lost nothing in the telling by the enthusiastic Syracuse

advertising men, while his portrait appeared prominently in the Syracuse press. This is but one of the many features that a live Chamber of Commerce can pull off to stimulate business in any town.

FIGHTING FAKES

The New York Tribune continues its campaign for truthfulness in advertising, and its exposition of various retail houses who do not make good their advertising promises. Samuel Hopkins Adams, who is running this department, and his assistants, investigate offerings, and when suspicious buy samples of same and give their experience, using names and stating their exact experience. A late instance, and the most prominent one, was a case of certain offerings of one of our leading department stores, where the Tribune people bought certain gowns that they claimed, in their exposition, fell far short of the values claimed for them. The great argument running through this series of special articles is that comparative prices should be abolished, and Marshall Field & Co., and The Emporium, of San Francisco, are cited as shining examples of the ultimate success of a policy of this kind. It is generally admitted that with our metropolitan department stores the management in most instances desires only absolutely truthful statements, but that the enthusiasm of the ad-man and his desire for results often run away with him. It is apparent that the doing away of any statement that "previous price was—" or "prices elsewhere,—" would correct this condition so sharply criticised by the Tribune. But it is not the department store that has received the most attention, or that needs it. There are a number of concerns with elements of the fake—specialty stores—that have been shown up strongly, and two or three libel suits are pending, against the Tribune. Its courage has excited widespread comment, for although the newspaper "has the goods," motive, etc., must be shown, and you never can tell what a jury can do. You are only sure after a decision has been rendered.

SHOW WINDOW IN THE MOVIES

The movies have gone several years ahead of the display managers, if, indeed, they have not got so far ahead that the window trimmers will never catch up. It was evidently the idea of the writer of the scenario of a recent "moving pitcher" that the motive of a window display is simply to catch the crowd. Heroine was department store sales-girl who acted as model for displaying women's finery and gowns in a boudoir, which was part of a window display. And she enjoyed her job. The crowd enjoyed looking at her and fairly blocked entrance to store. When store closed, girl remained, in her finery, resolved to have one evening of enjoyment of real finery. So she, after proper maneuvering, passed the evening in the window, primping, looking in mirror, reclining on lounge,

etc. Good-natured young sport, who saw her in window in daytime, passes at night, and catches sight of her through crack of drawn curtain, just as desperado starts to strike him. Young sport turns on desperado and maims him, and in melee show window is broken, while sport is taken to station house and to court in morning, and as he is to be sentenced by judge, though falsely accused, young heroine turns up in court and gives testimony that releases him. And as a result of show window flirtation, they were married and lived happily ever after.

A. & S. STYLE SHOW

Abraham & Straus, of Brooklyn, had its spring style show beginning the first week of March, and on the second floor, in the handsome department of women's wearing apparel, were eight or ten small raised platforms, in exact imitation of marble, with long, narrow flower boxes filled with flowers around the edges of same. On each platform were oriental rugs, two or three chairs, and as many models of suits and gowns displayed on forms. There were a number of models about the department showing off the different styles. The whole affair was in charge of display manager Katz, and it bore every earmark of his excellent taste and method of arrangement.

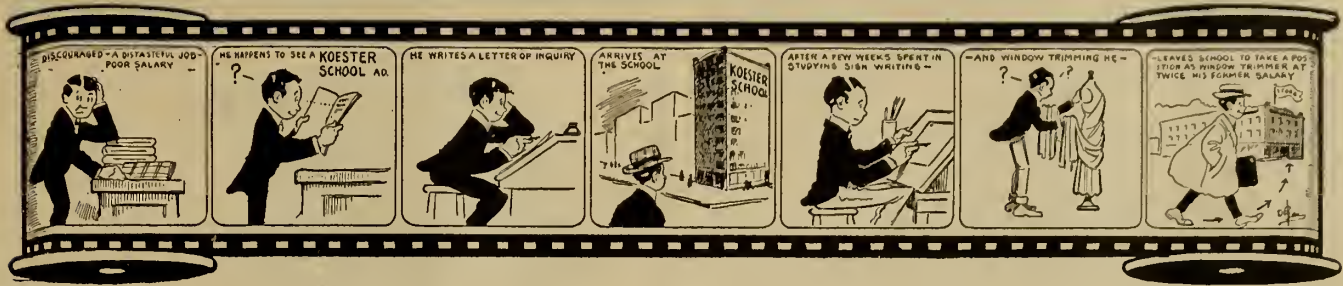
New York is simply a suburb of Philadelphia to Jerome A. Koerber, the display manager of Strawbridge & Clothier. He came over here and founded the Display Managers' Club, and comes over to attend practically every meeting. At a recent meeting it was resolved that a session should be devoted to hearing Mr. Koerber's exposition of a number of windows of his that he had had photographed, and to a lecture on the finer phases of window decoration. The event was booked for Monday evening, March 8, and a goodly throng was in attendance at the Grand Central Hotel to enjoy the entertainment, among them a number of the wives of members. In addition a number of assistants were present, including a good representation from Macy's and Gimbel's, for the meeting was an open one. The machine to throw the views on the screen was there all right, but at the last arrangements had to be made to connect with the "juice." Harry Bird was to take care of that end, but he had started ten days before on a five months' trip to Japan, via the Panama-Pacific Exposition at San Francisco, and had assigned the task to his assistant, Joe Campbell. Joe had provided the machine, curtain, etc., and supposed the hotel electrician would connect, but the make of machine was too much for the man. In the meantime many of the company, with the ladies, repaired to the large second floor dining room, which had been cleared for dancing. At an opportune time the president, Wm. Tishman, called the company to order and on behalf of the Club presented a gold watch charm to Herman Frankenthal, its first Presi-

dent. Mr. Frankenthal was taken entirely by surprise and was able to do little more than voice his thanks, and the applause that greeted Mr. Tishman's further response for the recipient showed the high esteem in which he is held by all. When a new electrician had got everything ready Mr. Koerber went ahead with his lecture, which was heartily enjoyed by all. He showed over a hundred views, mostly reproductions of his fine windows, which have already been represented in these pages, as well as some of his decorations of his rotundas. It is an interesting experience for any one to accompany Mr. Kerber on one of his Marathons around the store, from one department to another, picking up information and giving directions all round, with rapid-fire interviews with ad-men, carpenters, designers, card writers and window dressers, and getting everything in readiness for one of his "fetes de printemps" or "fetes de automne" which have come to be widely recognized functions in the life of the Quaker City.

DISPLAY MEN GO TO JAPAN

Harry Bird, of Wanamaker's, New York, and J. F. Tally, of Wanamaker's, Philadelphia, are on the most ambitious tour ever planned for American display managers, starting the last of February for a five months' tour to the Orient, via California and the Panama-Pacific Exposition. They have been on foreign tours before, but none of this length and duration. They are accompanied by the Wanamaker buyer of Japanese novelties, and will spend considerable time in Japan. It is, we understand, a trip of observation, for new ideas, and to pick up any novelties that may be useful in interpreting the commercial art of the orient to the American public. The Wanamaker stores are full of unusual things in the decorator's department, collections which constitute a museum. Looking over it one may see articles that have been secured abroad, in great variety, and which "point up" many an effective display. There are also several hundred volumes on the art of the various historical periods, and when it is desired to array any window or interior exhibition space in the mode of say Louis XVI, there are the authorities that give the exact particulars that will enable the decorator to make the display historically correct. Joseph Campbell is in charge in New York in Mr. Bird's absence, with W. F. Larkin on the artistic end; while Mr. Kratz looks after the Philadelphia decorations in the absence of Mr. Tally.

Among visitors to New York last month were Mr. Hughes, who attended the Display Managers' Club meeting, and who comes from the Saks store in Washington; also W. T. Palmer, display and advertising manager for the A. E. Troutman Co., of Greensburg, Pa.; and Mr. Pierce, display manager for Sibley, Lindsay & Curr Co., Rochester, N. Y.



A Reel Happening

The moving picture shown above illustrates the experience of the great army of young men who bettered their prospects through attending the Koester School and stepping from a clerk's job and small pay to the position of display manager or advertising man at an attractive salary.

Now is the time for you to make arrangements for your future **Success**.

Write for school literature at once.

If You Attend the National Convention of Advertising Men in Chicago June 20-25 1915

You can join our Special Vacation Advertising Class combining one or two weeks of instruction at the school while in Chicago and complete the course by correspondence.

Every merchant must be well informed on present day retail advertising and should attend the convention and the Koester Classes, as this affords them an unusual opportunity made possible only because of the convention being held in Chicago this year.

Vacation Classes Start in June

Our specially planned vacation classes in Window Trimming, Card Writing and Advertising with very latest additions will start the first of June and enables one to spend their summer's vacation enjoyably and profitably in Chicago and at the school.

Write for full information

The Koester School

CHICAGO

An Artist Becomes Window Trimmer

MOST window display men are artistically inclined; many of them have a high order of artistic ability. This artistic ability is, of course, of great advantage because the display man's work is made up largely of decoration, composition, arrangement and merchandising grouping.

Will Reimers, not only is endowed with artistic talent, but through his study at the Koester School and Art Institute, in Chicago, cultivated this talent, so that it has been a help to him in planning decorative window backgrounds, interesting lay-outs for his advertising, and the writing of high class show cards.

Koester Training Increased His Salary at Once

Koester School, Chicago, Ill. —See his Letter—

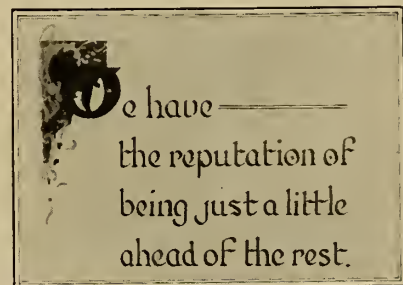
Gentlemen:—I accepted the position with the *Haave Commercial Co.*, whom you so kindly put me in touch with, and have been busy taking care of the windows, writing show cards and preparing advertising.

My employers are showing their appreciation of my efforts by adding to my salary \$5.00 per week. I wish to thank you for the assistance you rendered me in securing this fine position, and I always will have kind words for your institution, which so quickly has helped me to better myself in business knowledge and salary increase.

Yours very truly, **WILL REIMERS.**



Will Reimers.



An opening display of women's wear, made for Alex. Hein Co., Waukegan, Ill.

Examples of Advertising Card Writing and Window Trimming by Will Reimers.

"Charlie Wendel is out of Gimbel's" was the surprising news that greeted the trade the first of last month. His resignation was tendered the latter part of February, and on March 2 he left for Albany, where he has become the manager there of a cloak and suit house. There are few people obtainable by merchants who are more capable to manage their business than many a display manager. Indeed, it has long been our idea that merchandising was the next step for the display manager to climb. There had been no indication that Gimbel Brothers and Charlie Wendel were to separate, and the announcement was a complete surprise, and he will have the best wishes of many friends here in his new connection. He took a very active part in the work of the Display Managers' Club, and was one of its leading spirits, and secretary last year—vice-president for the current year. He had been with Gimbel Brothers for twenty years, both in Philadelphia and New York.

HOPKINS SUCCEEDS WENDEL

Mr. Wendel is succeeded by Andrew D. Hopkins, formerly display manager for A. D. Matthews' Sons, Brooklyn. Up to a year ago Mr. Hopkins had been Mr. Wendel's first assistant. This selection would seem to be a particularly fortunate one for the house, as one on which Hopkins is receiving the hearty congratulations of his friends. There are many special features at Gimbel's, like the promenade de toilettes, Christmas shows, etc., that would require special experience for any decorator not familiar with them to attempt. But Mr. Hopkins, from his former experience with the house, knows Gimbel methods, and has had experience as head man himself, and has done good work at Matthews', and at Simpson-Crawford Co.'s as well as Gimbel's, which makes his complete success in his new post a most reasonable prediction. Mr. Dennis, an assistant of Mr. Zegers at Stern's, is the successor of Mr. Hopkins as display manager of the store of A. D. Matthews' Sons, Brooklyn.

Mr. Rossiter, at Lord & Taylor's, is now changing his windows Mondays, Wednesdays and Fridays instead of twice a week as formerly, and now has his circular windows, on either side of the main entrance, ready to slowly revolve, as was originally intended. The operation of the window which can be hoisted into place at night, into the space occupied by the entrance, has now been resumed. Last month Mr. Rossiter decorated the stage of the store auditorium with an appropriate and handsome setting for the giving of the play "The Japanese Girl," by the young women of the Girls' Vacation Fund largely composed of employees of department stores, who were organized by Miss Anne Morgan, daughter of J. Pierpont Morgan, and others. Lord & Taylor gave the use of their auditorium gratis to the girls for the evening.

The Editor

By Walt Mason

The editor, who wields his pen, up in his sanctum or his den, is working hard, and hoping much that with you he'll keep in touch. A sort of clearing house he keeps; all sorts of facts he has, in heaps collected over all the earth, and used according to their worth.

It is his job to take his spade and dig up facts to help your trade, much special knowledge to collect and make his columns all reflect the best in every modern plan to keep your business in the van.

So read the things he has to say, and jog with him along the way. He has no halo on his head, but oft a moistened towel, instead. He does not bask in silk attire, or fiddle on a costly lyre; his shirt sleeves rolled up to his ears, he toils away with pen and shears, collecting thoughts he hopes will aid to make a winner of your trade.

And better service he can do, if he walks hand in hand with you. Oh, service is his end and aim, to help his readers play the game!

So read his preachments, and you'll find the reason for his ceaseless grind. And if you'd fill his soul with joy—pure happiness, without alloy—you'll write to him when you have found a lot of puzzles floating round. No doubt you often have on hand a problem you don't understand, some question or some ugly twist your own experience has missed. Then write the editor and tell the inside facts—'twill please him well, and it will make him blithe and gay to shoo your worriments away.

That journal feels itself a goose, which isn't of true worth and use, to every reader on its list; its true vocation it has missed.

So, drygoods man be not afraid to ask the journal of your trade for any help you're sighing for, 'twill please the cheerful editor.



\$15000⁰⁰ in Cash Prizes

For Window Displays of Products of Members of Rice Leaders of the World Association as listed on this page

ALBUM OF 100 BEST WINDOW DISPLAYS

SENT FREE TO EVERY CONTESTANT AT THE CLOSE OF THE CONTEST

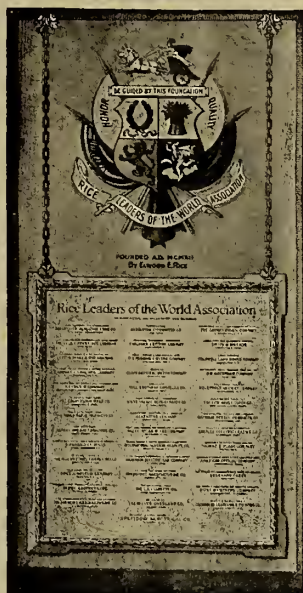
This Album will contain the first one hundred prize-winning window displays, reproducing valuable trade-winning ideas brought together from all parts of the country.

Each prize-winner's name and store address of the first one hundred windows will be given under the reproduction of his respective prize window in the Album. A complete list of the names and addresses of all other prize-winners also will be given.

Be sure to have your name in this unique Album.

Stores not carrying products made by Rice Leaders of the World Association will be loaned materials to make window displays to enter this contest.

20 x 40 inches in size



This Banner Must Be Displayed with Members' Products in Contesting Windows

463 Prizes

First Prize . . .	\$2,000.00
Second Prize . . .	1,000.00
Third Prize . . .	500.00
Fourth Prize . . .	250.00
Fifth Prize . . .	250.00
Sixth Prize . . .	250.00
Seventh Prize . . .	250.00
Eighth Prize . . .	250.00
Ninth Prize . . .	250.00
Tenth Prize . . .	250.00
Eleventh Prize . . .	250.00
Twelfth Prize . . .	250.00
Thirteenth Prize . . .	250.00
Next 20 Prizes each	100.00
Next 30 Prizes each	50.00
Next 100 Prizes each	25.00
Next 300 Prizes each	10.00

463 Prizes, Total, \$15,000.00

Contest Closes May 15, 1915

HOW OTHER MERCHANTS INCREASED THEIR SALES THROUGH INFLUENCE OF THE ASSOCIATION EMBLEM BANNER

EMBLEM HAS GREAT SELLING POWER


Brookline, Mass.—"During the display of EATON, CRANE & PIKE'S goods, which lasted two weeks, there was an increase of Five Hundred (500) per cent. in sales above normal conditions. The value of the Emblem is inestimable and am of the opinion that it possesses great selling power."

BANNER IS WELL-KNOWN

Fulton, N. Y.—"The recent Window Display of WATERMAN'S PENS increased the sales nearly fifty (50) per cent., and we are still feeling the effects. People seem to be very familiar with the Rice Leaders Banner and what it stands for."

Rice Leaders of the World Ass'n

Elwood E. Rice, Founder and President
Fifth Ave. and 34th St., N. Y., U. S. A.

 This Coupon Brings the Banner

Window Display Dept.

Rice Leaders of the World Association

358 Fifth Ave., N. Y.

Please send me at once Association Window Display Banner and full details regarding your \$15,000 Cash Prize Competition. Displays will be made of

(List Members' Products Here)

Name
Street
City
State

By Invitation the Following Are Members

- Rifles—Shotguns and Ammunition
WINCHESTER REPEATING ARMS CO.
New Haven, Conn.
- Typewriters
REMINGTON TYPEWRITER CO.
New York
- "Yale" Locks, Builders' Hardware and Chain Hoists
THE YALE & TOWNE MFG. CO.
New York
- Crane's Paper and Fine Stationery
EATON, CRANE & PIKE CO.
Pittsfield, Mass.
- Sharpening Stones and Abrasive Materials
THE CARBORUNDUM CO.
Niagara Falls, N. Y.
- Calblers "Porosknit" Underwear
CHALMERS KNITTING CO.
Amsterdam, N. Y.
- Revolvers and Automatic Pistols
SMITH & WESSON
Springfield, Mass.
- Waterman's "Ideal" Fountain Pens and Ink
L. E. WATERMAN CO.
New York
- Lawn Mowers
COLDWELL LAWN MOWER CO.
Newburgh, New York
- Watches
ELGIN NATIONAL WATCH CO.
Chicago, Ill.
- "Y and E" Filing Devices and Office Systems
YAWMAN & ERBE MFG. CO.
Rochester, N. Y.
- Hams, Bacon, Lard, Verbess Specialties, Grape Juice
ARMOUR & CO.
Bouillon Cubes, Laundry and Fine Toilet Soaps
PILLSBURY'S BEST FLOUR
PILLSBURY FLOUR MILLS CO.
Minneapolis, Minn.
- Umbrellas
HULL BROTHERS UMBRELLA CO.
Toledo, Ohio
- Bohn Syphon Refrigerators
WHITE ENAMEL REFRIGERATOR CO.
St. Paul, Minn.
- Alabastine-Sanitary Wall Coating
ALABASTINE CO.
Grand Rapids, Mich.
- Towle's Log Cabin Syrup
THE TOWLE MAPLE PRODUCTS CO.
St. Paul, Minn.
- Holeproof Hosiery
HOLEPROOF HOSIERY CO.
Milwaukee, Wis.
- Women's Fine Shoes, "Queen Quality"
THOMAS G. PLANT CO.
Boston, Mass.
- Small Motor and Fan Specialists
THE ROBBINS & MYERS CO.
Springfield, Ohio
- Electric Pleasure & Com'l Autos, "Detroit Electric"
ANDERSON ELECTRIC CAR CO.
Detroit, Mich.
- Clockmakers since 1817
THE NEW HAVEN CLOCK CO.
New Haven, Conn.
- Fine Furniture
BERKEY & GAY FURNITURE CO.
Grand Rapids, Mich.
- Rugs and Carpets
THE M. J. WHITTALL CARPET MILLS
Worcester, Mass.
- Linoleums and Oilcloths
CDOCK'S LINOLEUM CO.
Trenton, N. J.
- "Indestructo" Trunks and Luggage
NATIONAL VENEER PRODUCTS CO.
Milwaukee, Ind.
- Spectacles, Lenses, "Fits-U" and Other Optical Goods
AMERICAN OPTICAL CO.
Southbridge, Mass.
- "I-P" Loose Leaf Books and Forms
IRVING-PITT MANUFACTURING CO.
Kansas City, Mo.
- Lead Pencils, Pen Holders, Rubber Bands and Erasers
EBERHARD FABER
New York
- Fruit Jars, Packers' and Druggists' Glassware
HAZEL-ATLAS GLASS CO.
Wheeling, W. Va.
- Electric Heating Apparatus
SIMPLEX ELECTRIC HEATING CO.
Cambridge, Mass.
- "Oldag," "Gredag," Acheson-Graphite and Electrodes
INTERNATIONAL ACHESON GRAPHITE CO.
Niagara Falls, N. Y.
- "Niagara Maid" Silk Gloves & Ladies' Silk Underwear
NIAGARA SILK MILLS
North Tonawanda, N. Y.
- Fine Mechanical Tools
THE L. S. STARRETT CO.
Athol, Mass.
- Varnishes, Japans, Enamels, Fillers, Stains, Shellacs
BERRY BROTHERS, Inc.
Detroit, Mich.
- California Canned Fruits and Hawaiian Pineapple
HUNT BROTHERS CO.
San Francisco, Cal.
- Fine Brass Beds, Steel Beds and Springs
THE SIMMONS MANUFACTURING CO.
Kenosha, Wis.
- Onyx Enamel Ware
COLUMBIAN ENAMELING & STAMPING CO.
Terre Haute, Ind.
- Automobiles
THE WILLYS-OVERLAND CO.
Toledo, Ohio
- Magnetos and Spark Plugs
SPLITDORF ELECTRICAL CO.
Newark, N. J.

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS
—WITH A FEW CHANGES THEY MAY BE MADE TO
APPLY TO ANY BUSINESS—WORK THEM
OVER TO SUIT YOURSELF.

Suits for Men (with two pairs of trousers)—A New and Practical Saks Idea—Most men find the trousers of a suit becoming shiny, stretched at the knees, or otherwise showing the inevitable signs of wear before the coat and waistcoat have lost their new-made look. Like the chain that is no stronger than its weakest link, a suit is no better than its most worn part, but Saks have changed somewhat the order of things. A man may now, at the time of purchasing a suit, secure also an extra pair of trousers of the same material at a slight cost, which, in reality, spells economy. One pair for bright days; one for rainy weather. One pair always pressed and fresh. A suit with a doubled life. Suits from \$17.50 to \$45.

Why Loeser Clothes Are Serviceable.—We have not forgotten that clothes are made to wear. Snappy styles—handsome patterns are desirable and expected here—but these qualities in clothes do not add to durability. Loeser clothes for men give a dollar's worth of wear for every dollar put in them. They hold their shape—they look practically as well after months of service as when first put on—they satisfy the shrewd critic of clothing service. We buy only from makers who stick to old-fashioned ideals of service. We require them to live up to present day tastes in styles. Upon that sound basis the success of Loeser clothes rests.

840 Fine Shirts at 95c—A lot so interesting that they will probably last only a few hours. The standard brand of America. Novelty tucks or pleats; 420 have soft turn-back cuffs, and 420 have the semi-stiff cuffs. Woven madras and fine French percales. Sizes 14 to 17. Variety of patterns and colors. Made to sell for a much higher price, and such shirts are so sold in hundreds of stores.

200 Misses' Fancy Tailored Suits, Special at \$18—The models, among their many distinctions, lay claim to newness and exclusiveness, conforming moreover with excellent grace to the mandates of fashion for this season, and preserving youthful effects. Especially interesting are the charming variations evident in the trimming and tailoring of both coats and skirts. Tailored in gabardines, check worsteds, men's-wear serges, wool faille and satin cloth. Beautifully lined with peau de cygne in self or contrasting color. Navy or Belgian blue, sand, putty, dreadnought gray, black, black-and-white check. Sizes 14 to 18 years.

On Every Sales Slip You Will Find This: "We guar-

antee the price of everything we sell to be as low as or lower than the same article or pattern can be bought anywhere else. If in a day, a week or a month later you find the same thing lower elsewhere, make a claim upon us and it will be allowed at once. What broader guarantee can be given? It covers every line of merchandise we sell, and under any circumstances the patron of Loeser's is protected." Back of this guarantee is Frederick Loeser & Company. At this season of the year, when in every home so much is needed in clothes and home furnishings, it must surely be a satisfaction to know of one place where such a liberal guarantee can be made because it is so rigidly carried out.

The New Neckwear a Close Ally of Spring Millinery—New millinery will not reach its full effectiveness unless the neckwear worn with it is absolutely correct. For the neck finish changes with shape and style of the hat if the Parisienne is to have the harmony she finds necessary to her style comfort. Therefore the new neckwear is introducing Frillies, is bringing the jabot into popularity, is emphasizing the graceful and becoming V at the throat, is making the collar high, at least in the back. Some of these exquisite pieces are imported, the best of Paris chosen for Loeser patrons. Some are the cleverest possible copies of our exclusive importations, ideas that will not be seen elsewhere in this vicinity until they are copied from our showing.

The Showing of Misses' Suits—An Assemblage for Tomorrow of Very Dressy and Attractive Models at These Popular Prices, \$19.50, \$25 and \$29.50—It is impracticable to

here describe the very numerous models. Speaking generally and with accuracy these suits embrace all of the accepted best ideas in style for misses that have been developed this spring. Tailored with exceptional excellence in military effects, with braid trimming or box pleated. Novel effects are achieved in the use of buttons. Pockets in various fancies play an important role. Skirts are side-pleated from the belt shirred at the top, or strictly tailored, with cuff bottom. Some show shirred patch pockets, and have tailored self-material belt. The fabrics are the most desirable of the season—gabardines, men's wear serges, homespun, tweeds and checked worsteds. The coats of the suits at \$19.50 and \$25 are lined with peau de cygne of self or contrasting color. Those at \$29.50 are lined with flowered taffeta or satin.

Tailored Suits at \$10 and \$15, in the Lower Price Suit Store on the Third Floor—The selling has been heavy, but the varieties are not rattled. We mention that fact about the selling because, once one has decided to buy at \$10 or \$15 it is nice to know that one's judgment is reinforced by that of a large number of women. We make no apology for these suits, there is no "what-do-you-expect" air surrounding our selling of them. They stand on their own merits, very conspicuous merits, by the way—expert tailoring, sound woollens, simple yet winsome styles—lines following with fidelity the controlling modes of spring. Even the linings have been looked into. We are especially solicitous regarding the \$10 suits. They are the results of concentrated thinking and hard work. The man who manufactures them makes no other suits. Dozens of styles.

10,000 Fine Spring Blouses Below Their Usual Prices—In tomorrow's great sale it will be easy to purchase three blouses for the price usually allotted for two or even two for the usual price of one. And with every purchase goes the comforting certainty that the blouse is of the newest mode, correct in material and color tone as well as in smartness of cut and decorative ideas. There are unusual collections of blouses at \$2.98 and \$1.98, of which it is impossible to give in type more than the sketchiest idea. But there are well dressed women who feel that it is imperative to keep the closest possible track of the handsome blouses that are newly put into these classes every Monday.

Women's Sport and Tailored Skirts at \$3.95—All of the newest, most desirable style features are represented. The effects are very smart, including sport models, suspender and yoke-top skirts. There are skillful adaptations of the strap and pleated pocket, of the cuff bottom and the flared skirt. Covert cloths, light and dark; gabardines and covert gabardines; tweeds, serges and corduroy. Shepherd's checks, stripes and solid colors. All sizes. A pronounced economy, very timely in its presentation.

Twenty Styles of Suits at \$25—Correct Copies of French Models—Twenty styles—all of them in the fashion of Paris, all different. What a variety to choose from with the certainty that any and all of them are correct in fashion! They are made of gabardines, poplins, failles, silks, covert corduroy, golf cords, checks, tweeds—every fashionable material. Black of course, plenty of the fashionable shades of blue, tans, browns, putty, sand and the fancy mixtures that one identifies with tweeds and homespun. Dressy styles, "demi-tailleur" the French call them. Practical, severely tailored models. Outing and field club styles. Belted models. Many with efficient pockets that are also decorative. All of them tailored to perfection in the shape-retaining way that keeps a suit looking well for a long term of service. All of them with smart touches of fancy buttons, silk collars, braiding frogs, cords, buckles—all fashion's paraphernalia. The handsomest models and the greatest variety to choose from that we know of anywhere.

Tailored Suits for Traveling, \$15—A number of women buying these suits at \$15 say they will wear them traveling this summer. An excellent idea! The men's wear serges are especially appropriate. Hardy weaves with wear-resisting surfaces—from which cinders and dust glance—never embedding. The styles, too, are highly adapted—simple, but good looking, and as comfortable as can be. For business wear the tailored suit is, of course, the garment; and when the sun blazes in summer, the skirt may be used in combination with a blouse. Dozens of styles to choose from—all fashioned on the lines of the moment:—

Misses' and Girls' Fascinating Hats at \$4.95—Never, to our recollection, were there more charming, more captivating hats for girls' school and dress wear. It seems almost as

\$500.00 Kewpie Window Display Contest Closes June 15

First Prize	\$200.00 in Gold	\$200.00
Second Prize	100.00 in Gold	100.00
Third Prize	50.00 in Gold	50.00
Four next best	25.00 each	100.00
Four next best	10.00 each	40.00
To Photographer of First Prize display		10.00
		<u>\$500.00</u>

Two Hundred Real Gold Dollars to the man who makes the best display—and just look at the other prizes! Is it worth while? Can you use the money?

If you haven't enough cards, we'll loan you 100 assorted subjects and a couple of big display cut-out Kewpies. May 1st, twenty-seven new subjects will be ready. Want some of these, too?

It isn't too late to show what you really can do when you try, but be sure to get a photo of your display to us before June 15th.

This is our last reminder before the contest closes, so make your plans before you forget it. Get busy right now!

CAMPBELL ART CO., Elizabeth, N. J.

Another Kewpie "Hit"

Kewpie Christmas Cards and Seals

Real Rose O'Neill Kewpies doing all manner of happy little stunts that breathe the Christmas spirit, made up in the daintiest, cutest, little cards you ever saw. And the seals! Well, they are simply irresistible; not only are they **real Christmas seals**, showing **real Kewpies**, but they also have **real Christmas verses** on them.

If you can't buy them by the thousand, we have \$25.00 and \$15.00 assortments that are mighty interesting propositions. The live dealers are going to sell them next Christmas. If you want something absolutely **new**, to liven up the old hackneyed Christmas stuff, ask us about them.

CAMPBELL ART CO., Elizabeth, N. J.

though fairies had been at work, as one looks over the many daintily pretty conceits. A large proportion of the hats are exclusive with Saks & Company. The trimmings applied with splendid art are flowers, fruit or wings. Rose, army blue, sand, navy blue, white.

A Blossoming of Silk Dresses—Prices, to say the least, are fair. It is surprising how much a little will buy, and by that much we mean style, and intrinsic quality. There is more of the intrinsic in the modes of this season than for many years. Sweet are the uses of adversity—and Europe, especially France, brought suddenly to her senses by violent international goings-on, has sobered down not only to the realities of life, but the realities of dress. The meritorious now supplants the meretricious—nothing is fantastic. The vogue of black and white, for example, is instinct with this new sense of the serious, this reversion to the permanent things. The silks have more than looks, they have worth and wear in them also; and the styles have character.

Silk Messaline Petticoats at \$2.50—All the New Colors—Two hundred to sell. It is true that they are not reduced from a higher price, but they are special at \$2.50. A man in a cold room placed his hand over the thermometer, thereby causing the mercury to rise, which wheedled him into believing that the room was warm. It wasn't, however. Again, these petticoats are special at \$2.50. We do not think you can match them at the price within a day's journey of Oklahoma City. Elastic and lively Jersey tops, messaline silk flounce. All the spring colors.

Silk Petticoats, \$1.98—One of Many Exceptional Values—Petticoats at \$1.98 are of messaline and taffeta, many of them with cotton underlays, plain or plaited. One good style of taffeta has a new flare flounce with wide plaiting at the bottom, fitted top. A special style of good wearing messaline, fitted top, flare flounce, prettily trimmed with rows of fine plaiting. Also included are some messaline petticoats in evening shades and white.

Silk Petticoats, Special, \$2.98—Taffeta and messaline silks in all the wanted shades and black; an unusual variety of colors and styles. Also some fine petticoats with silk jersey tops and messaline flounces. Silk or cotton underlays. Included are some in medium large sizes at the top, larger than the usual, but not large enough to come under "extra sizes." Some pretty styles of crepe de chine, white and pale shades, trimmed with laces and ribbon.

White Fabrics at \$1—French organdy, 42 inches wide—it is an organdy in the truest sense, a seeming fragility, like the pedals of lady smocks all silver white, but firm and of sufficient substance, with the surface fairly dancing as in the organdy of old. Use it for vestees, for collars and cuffs and for entire dresses. It is as white as frost.

Women's Silk Stockings at 69c a Pair—A lot of 3,600 pairs of as fine silk hosiery at this price as we have ever seen. Made by three of the best makers in America. About 2,000 pairs are absolutely perfect. The remainder have slight imperfections. They are what the makers term "irregular." Their wearing quality, however, is in no sense impaired. All are full-fashioned, high-spliced, pure thread silk. Several weights; silk or lisle tops; silk and lisle soles. Black, white and colors to match the newest spring dress fabrics and shoes. All sizes.

In the Spring, Spruce Up the Home—All ready. Every need can be supplied. An important feature is the economy of our prices. Customers who have made comparison tell us that our rates are from 10 per cent to 15 per cent to 20 per cent lower. Such savings amount to considerable in the furnishing of a home. Make a tour of inspection. Visit the fourth floor—draperies in colorings and patterns that are delightful harbingers of soft and gentle spring. Does one good just to see them!

Men's and Women's Umbrellas—Five Dollar Quality at \$2.98—A capture of all the made up stock of a good maker of umbrellas, the grade that usually sells for \$5. They have covers of all silk serge, all silk levantine, and all silk taffeta, such as are not found on umbrellas under the regular price. They have fancy handles, some pearl and silver, some silver trimmed missions, some fancy styles. The men's umbrellas include hooks and crooks, a few cape horns, a few stag handles. Others silver trimmed. The best umbrellas at the price for a year.

The Wash Suits for Boys Are Ready—Just a glance at the displays will reveal that somebody has been thinking about boys' clothes and then translating the thoughts into deeds. Formerly to be a boy meant to be a sort of sartorial waif—to wear "just anything," especially if it was awkward and gawky. Inspired manufacturers and designers saw the possibilities in boys' clothes a few years ago, and now, in some stores, at least, there are appropriate clothes for them—boyish clothes!

Matchless Suits, Yes Matchless, at \$15, on the Third Floor—The central fact about these \$15 suits is that the man who makes them is a specialist; he produces suits for \$15 selling exclusively, and he brings to this work the advantage of highly trained effort and concentrated thinking. Another point—it is just as easy to manufacture in hundreds as in tens, and it is vastly more economical. No need to fear that the styles will be duplicated here in Oklahoma, for we "control" these suits in this territory. Fresh arrivals are ready for today—charming suits—garments in which every detail is finished with precision!

Spring Suits at \$25!—There is a distinction that is abysmal and a difference that is polar! A great many shops deal in the price, herding a heterogeneous collection of non-descripts and branding them \$25—depending entirely on the popularity of this price to carry the day. We confess that it frequently works like a charm—it is highly successful until an iconoclastic shopper with a mind of her own and the courage of her convictions violently upsets the playhouse by investigating strictly and without prejudice. The Kerr plan is the other way around. We sell suits at \$25! It is the iconoclastic customer that we wish, above all, to sell. When this difference of attitude is presented to your attention the superiority of our \$25 suits becomes a matter of course!

\$1.50 Undermuslins at \$1.19 Today and Tomorrow—Five hundred garments in this sale. That's enough for two days, even if the selling is in double quick time, but it would not be enough for a half day if we could place these garments under your eyes for you to see, instead of telling you about them in the paper! The values haven't any recent parallel. We don't just think that, we know it. Part of our business to know such things. Every garment was bought to sell at \$1.50; similar and identical ones have been selling at that. For these two days, Wednesday and Thursday, you can buy them at \$1.19.

For Men Who Prefer Shirts with Soft Cuffs—\$1 Negligee Styles for 69c—These shirts are the product of one of our best makers. They are shirts of dollar quality, made of materials which usually go into dollar shirts, and of the same workmanship and finish. Of excellent printed madrases in a number of good stripe patterns, all made in the plain negligee style with soft French cuffs. Sizes 13½ to 18. 69c each.

Stunning Spring Trimmed Hats at \$5—Just 200 hats in this sale at this special price. You will find small, medium and large sailors, close fitting turbans, poke bonnets, tricornes and continentals. The materials are silk and straw combinations, hemp, milan, hemp and barnyard straws. The trimmings are imported, dainty flowers and fruits, new fancy feather effects and fine ribbons. Every popular color is represented. Every one individual and clever. No two alike.

Trimmed Hats, \$5—Special Values in Straw Sailors, Turbans and Continentals—The sailor shapes are rather larger, very trim and neat, made of fine milan hemp straw; faced with excellent satin. Cleverly trimmed with smart wings, quills or flowers combined with ribbons. The Turbans and Continentals are similarly trimmed. Excellent quality and workmanship, at a very small price. All the new spring colors.



KEMPF CUTS GET ATTENTION!

**Exclusive Adv. Service
For Clothiers and Furnishers**

Write for Prices

KEMPF VAN DRESSER CO.

34 West 28th Street - NEW YORK



Cut on the left shows a men's wear unit and plateau fixture by our instructor, G. A. Smith. Cut on the right shows a background design originated and placed by the same man. This cut also shows a full form drape made by C. J. Nowak without cutting the merchandise, accurately reproducing a style suggestion for spring. Hundreds of practical ideas supplement our instruction work.

The Instruction Staff

Every one of our instructors comes from a retail store. We teach known facts not theories. Your work here will be the actual work of your new position.

A. E. HURST, Business Manager
Special Combination Advertising Instructor

C. J. NOWAK
Draping and Show Card Writing Instructor

GUY HUBBART
Advertising Instructor. Economist Ad Critic

G. A. SMITH
Men's Wear and Background Instructor

J. G. BISSELL
Designer of Show Card Writing Course

THOS. A. KNAPP
Sales Management and Salesmanship Instructor

A. L. PEAL
Salesmanship Instructor and Lecturer

LEON ALLEN
Dry Goods Economist Service Department, Advertising Instructor

The Instruction Work

During G. A. Smith's class-work in men's wear and general merchandise he shows you how to make practical plateau fixtures for displaying the merchandise and suitable backgrounds for every season and event of the year. The necessary materials, colors, measurements, etc., are clearly explained in every design.

The vital thing in draping is to know that your drapes are absolutely correct in style, and color tendencies. That is where the Economist Training School has a distinct and decided advantage for its students, because the Dry Goods Economist has personal representatives in the leading style centers of the world. By a course in our school you will know how to meet the fashion requirements and you will be able to make sewing week event, a most successful one.

This work is in personal charge of our draping expert, C. J. Nowak.

The Instruction Materials

The E. T. S. is continually on the outlook for new materials and equipment that will make the work more efficient and productive of results.

We are now introducing a new E. T. S. Flat, Ball and Disc End Steel Pen imported and distributed by us direct. They work equally as well in black, white or opaque colors and are known as the "One Stroke Speed Wizards."

All E. T. S. Speed Pens are fitted with ink retainers.

To acquaint every show card writer with these new pens we are offering the following attractive combination, which will mean a very little outlay and still place in your hands a complete assortment.

2 E. T. S. Double End Pen Holder	20c
2 E. T. S. Ato Speed Pens, Brown	8c
2 E. T. S. Ato Speed Pens, Brass	12c
3 E. T. S. Music Pens	10c
1 E. T. S. No. 1 Redis Speed Pen	10c
1 E. T. S. No. 2 Redis Speed Pen	10c
1 E. T. S. L Y Speed Pen, 1/8 in.	10c
1 E. T. S. L Y Speed Pen, 3/8 in.	25c

Regular Price.....\$1.05
Special Price.....75 cents

Send for our supply catalogue, which shows a complete line of materials of service to the merchant, display man and show card writer.

ECONOMIST TRAINING SCHOOL, 231-243 W. 39th Street, New York

ECONOMIST TRAINING SCHOOL, New York City

Please Send School Books ☐

Please Send Supply Catalogue ☐

M. R.

Name

Address

Our Annual Prize Contest

AWARDING THE PRIZES in Our Annual Prize Contest for 1913-14 was somewhat delayed this year owing to the great number of photographs entered and the time required to make decisions. At last, however, we are able to announce the winners. Never before has the MERCHANTS RECORD AND SHOW WINDOW held a contest in which so large a number of high class display men were represented, or in which the standard of work was so high. The large number of photographs and the fact that in some instances there were several of almost equal merit made the task of the judges a difficult one.

Harry L. Jones, display manager for Mandel Bros., Chicago; Clarence M. Herr, display manager for The Fair, Chicago, and the Editor of MERCHANTS RECORD AND SHOW WINDOW acted as judges. Each entry was submitted to a careful analysis and in some cases where the competition was particularly close, the smallest defect was considered. Many of the displays were such as to be practically beyond criticism and in such cases it was no easy matter to reach a decision. In choosing the sweepstake winner there was considerable difficulty owing to the fact that there were numerous collections containing from twenty to fifty photographs and in several of the collections there were more than one hundred displays almost all of which were excellent. However, the decisions were all made at last and the judges conscientiously believe that, as nearly as might be judged from photographs, the best displays were awarded the prizes. Those who won are to be congratulated heartily as the contest was open to the world and the number of expert display men who competed made the honor of winning as great a distinction as could well be conferred upon a display man. The winners were as follows:—

CLASS "A" DRY GOODS

Gold Medal—E. M. McCartney with Joseph Horn Co., Pittsburgh, Pa.

Silver Medal—C. W. Ahlroth with Union Clothing Co., Columbus, O.

Bronze Medal—Robert Driscoll with Wm. Whiteley, Ltd., London, Eng.

CLASS "B" CLOTHING

Gold Medal—Arthur Wm. Merry with Powers-Behen Co., Denver, Colo.

Silver Medal—J. M. W. Yost with Penn Traffic Co., Johnstown, Pa.

Bronze Medal—R. W. McKnight with Fit Rite Clothing Parlor, Victoria, B. C.

CLASS "C" MISCELLANEOUS

Gold Medal—Tom Allan with Phelps-Dodge Mercantile Co., Douglas, Ariz.

Silver Medal—Carl L. Greer with Hudson's Bay Co., Calgary, Can.

Bronze Medal—L. J. Smith with Rike-Kumler Co., Dayton, O.

CLASS "D" DRAPING

Gold Medal—Harry H. Heim with the Marston Co., San Diego, Cal.

Silver Medal—R. L. Paxton with W. C. Stripling, Fort Worth, Tex.

Bronze Medal—O. F. Ballou with C. H. Almond D. G. Co., Lynchburg, Va.

GRAND PRIZE FOR THE BEST COLLECTION OF DISPLAYS

Silver Loving Cup—Jerome A. Koerber with Strawbridge & Clothier, Philadelphia.

HONORABLE MENTION

Among those who entered the contest were a number whose work was of an unusually high standard yet, possibly through some slight fault that would not be noticed in a competition less close or even through a defective photograph, failed to receive a prize. Some of those whose work was considered by the judges as especially meritorious were awarded Honorable Mention. The Honorable Mention list is as follows:

Wm. M. Sheppard with the Pelletier Co., Sioux City, Ia.

Joe. Reich with Joske Bros., Fort Worth, Tex.

Wesley Bartikosky with Alstad-Johnson Co., Cloquet, Minn.

Clarence E. Duff with J. Katzenstein, Marietta, O.

J. A. McNabb with Richard Hall & Son, Peterborough, Canada.

J. H. Roy with the Paquet Co., Quebec, Canada

Chas. E. Orr with Goldstein-Migel Co., Waco, Tex.

Aage Schiodt with Pegues-Wright Co., Hutchinson, Kans.

W. G. Toll with the Nebraska Clothing Co., Omaha, Neb.

Carl R. Morgenthau with Newman's, Joplin, Mo.

A. A. Harod with the Davidson Co., Hattiesburg, Miss.

Wm. C. Knoder with Bon Ton Dept. Store, York, Pa.

E. P. Burns with Robert Simpson Co., Ltd., Toronto, Canada.

✕ ✕

HERBERT E. SIDENBECKER, who for the past seven or eight years was display manager for Hillman's department store of Chicago, has left that position to take charge of the windows of the Kaufman-Baer Co., of Pittsburgh. Mr. Sidenbecker is succeeded at Hillman's by Sam Weiss who for many years was in charge of the Boston Store windows just across Madison street. Since leaving the Boston Store several years ago, Mr. Weiss has been with several stores.

✕ ✕

FRED MEYER, formerly connected with the window display department of the John Shillito Co. of Cincinnati has left that position to take the place of display manager with Hanke Bros. Co., also in Cincinnati.

Chicago Display Managers School MAKES GOOD

Martin Engstrom's letter proves this. If you are interested to learn Display management you have the privilege to write him and get more of the facts about our equipment, instruction and personnel.



When You Choose a School

for learning window display, show-card printing, retail advertising and the management of this, you owe it to yourself, to see what this institution has to offer and no doubt you will find as Mr. Engstrom says, that Chicago Display Managers School has the best equipment and instructors in Chicago.

Our instruction goes a step beyond teaching the details of retail display publicity. It contains a thorough training for the higher position and the greater salary of Display Management.

Your tuition outlay for this instruction is a small item compared with the increase in your earning

capacity as a result of this addition of mercantile knowledge. You are interested to increase your power to earn more. Sign the bond and mail it today and we will tell you how this school can help you.

Address

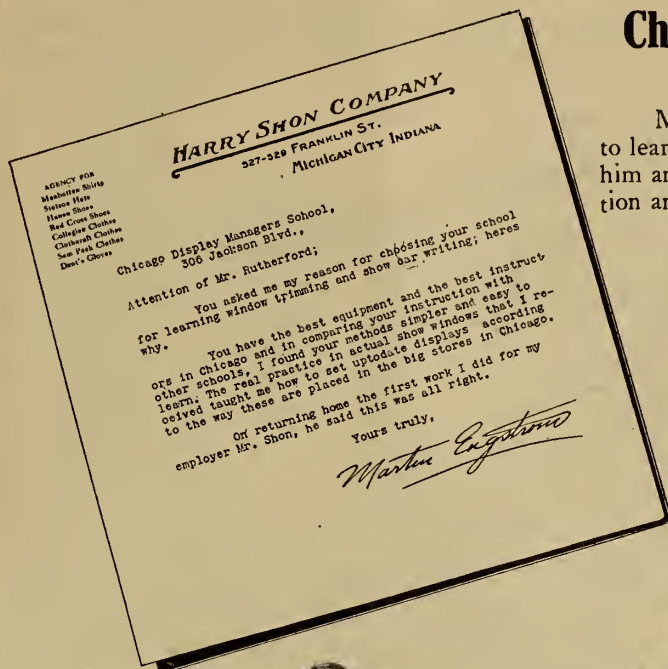
H. J. Rutherford

President.

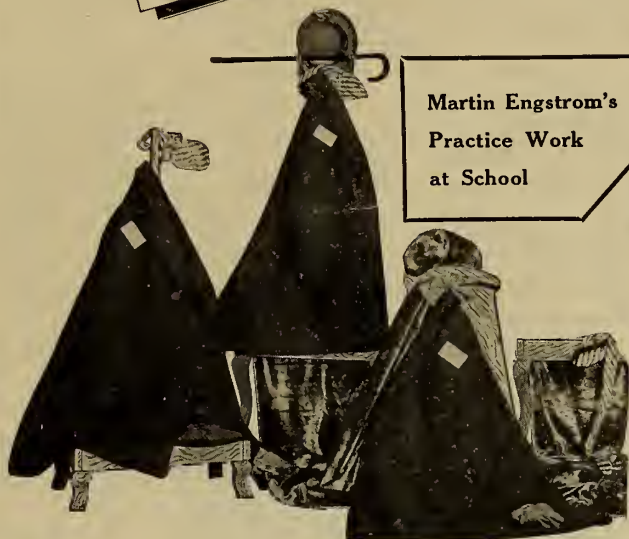
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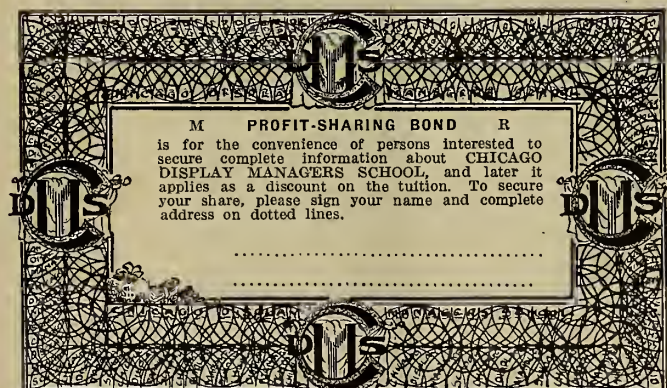
Martin Engstrom's
Practice Work
at School



YOU CAN LEARN THE CHICAGO WAY

of doing this work if you train with the big men of the big stores in this city, and you can demand a big salary for your work and be sure of getting it, if you supply the same quality of

Display Managers Service



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Rochester, N. Y.

International Association of Display Men

THE PROGRAM COMMITTEE

AN IMMENSE AMOUNT OF WORK HAS ALREADY BEEN DONE BUT THE BUSY COMMITTEE IS STILL HUSTLING TO MAKE THE COMING MEETING A BIG SUCCESS

BY REVIEWING the MERCHANTS RECORD AND SHOW WINDOW of March you will find a very comprehensive report of the provisions we have made of taking care of the big New York convention. The accompanying plan gives a still better idea of the ideal quarters which are located on the second floor of the Waldorf-Astoria within easy access of the street.

SEVENTY BOOTHS SOLD

The grand ball room (see accompanying chart) will be used for the convention sessions. This mag-

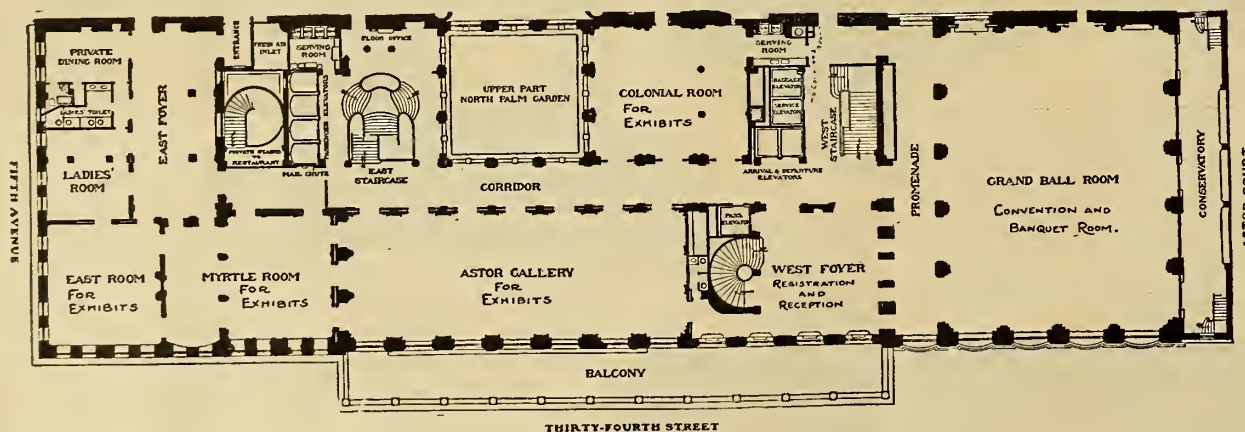
reatest exposition of equipment and wares ever held for the education of merchants, display men and card writers. All profits accruing from the exhibits go to the fund for entertainment and to the treasurer of the association for educational work.

MERCHANTS' DAY

The West Foyer (see chart) will be used for registration of members and the information bureau. Special rates have been given by the Waldorf-Astoria for the convention days to all those in attendance. Six hundred rooms can be secured at the following rates: \$2.00 per day for room without bath; \$3.00 per day with bath. These rooms are elegant in their appointments and during the winter season run from \$4.00 to \$10.00 per day. It is none too early now to reserve your accommodations.

The introduction of "Merchants' Day" has met with such favorable comment that it promises to be a regular feature for all future conventions.

The Waldorf-Astoria.



nificent room is one hundred feet square and forty feet in height, and is equipped with a special ventilating and lighting plant. The ceiling of this room holds the largest scenic panel in the world. The Exposition of Manufacturers will be held in the Astor Hall, Myrtle Room, East Room and Colonial Room (see chart).

All members of the association will be pleased to learn that in response to a letter to manufacturers of equipment and supplies that seventy booths are practically reserved, which assures the convention of the

This will give all the display men an opportunity to demonstrate the value of these conventions to the merchant and let him judge the caliber of men that make up the association. All of which is sure to cement a greater feeling of co-operation between the two.

WORK OF ABSENT MEMBERS

An excellent suggestion which will be adopted by the program committee comes from Tom Allen of the Phelps Dodge Mercantile Co. of Douglas, Ariz. This is to set aside part of the convention hall for contributions from absent members, who are invited to send

Inexpensive Decorations for Late Spring and Summer

Will Keep Your Windows Working During the Quiet Season

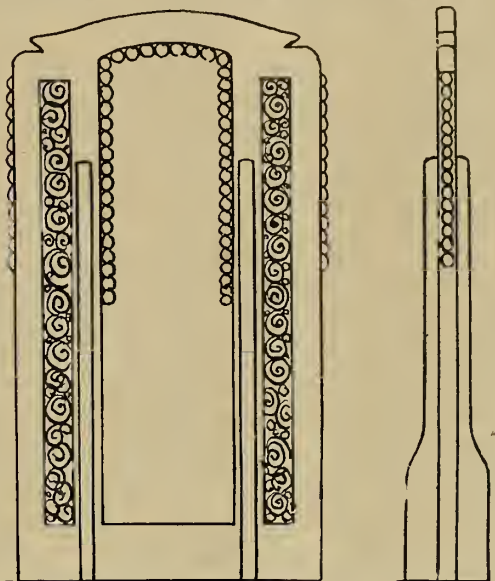
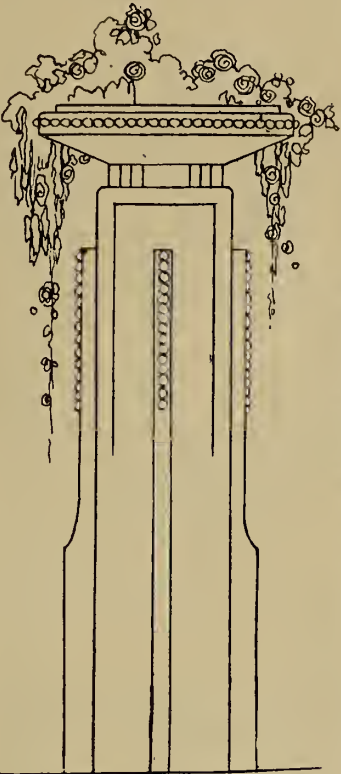
You will need small panels, screens, dividers and many other decorative set pieces to assist in carrying out various little special displays during the late spring and summer seasons.

We can supply you with a variety of highly attractive designs that will add much to the selling efficiency of your window at a very low cost.

At left—Here is an unusually attractive pedestal and urn. Can be supplied with four sides, or as a half to be placed against the back-ground. Will be colored and decorated as desired.

At right—This is a new style divider of great decorative merit. It will be found very useful in separating individual displays in large windows. Decoration is rich but very tasteful.

Send for our beautiful new catalog. It is a work of art and is filled from cover to cover with clever new ideas for the display man who is interested in modern art window decoration.



The **BODINE-SPANJER ©**

1160 Chatham Court, CHICAGO

New Phone No. Superior 4610

To get to the Studio: Take Larrabee and Riverview Park car on Dearborn St. (down town) get off at Division St. and walk one block west to Chatham Ct.

Eastern Representative, M. P. STAULCUP, 44-60 East 23rd St., New York.

Be the First in Your Town to Write
For Full Information About This Displayer

THE COMBINATION
GULLOTTI DISPLAY
FOUR IN ONE



We cannot begin to tell you here about this brand-new outfit—so we invite you to write us for full particulars

S. M. Melzer Co. Display Fixtures 91 FILBERT ST. PHILADELPHIA Show Forms



Show Window Valances
Made to Your Order

Carrying out any design or trademark. Made to conform with any style of front

We also carry a great number of beautiful stock designs to sell by the yard at very reasonable prices

Write for Portfolio of
Sketches and Price List

The Window Decorative Works

Dept. K. 1258 W. 4th St.

Cleveland, Ohio

in either one or two show cards or window display photographs.

This will prove an interesting exhibit to all in attendance and will also make those who are absent and not able to attend feel that they had at least a small part in making the convention a success. No special prizes, however, will be offered for the work of absent members.

Mr. John Young, manager of the convention bureau for the Merchants Association of New York, has completed arrangements with the Pathe Weekly so that a moving picture will be taken of the convention and some of the demonstrations. This picture will probably be taken on the second day of the convention.

THE EDUCATIONAL PROGRAM

The educational work of the New York convention promises to be far reaching in its good results. Following are a few of the features that can be definitely announced at the present time. Further announcements will be made in the next issue.

J. A. McNabb of the Richard Hall & Son Co., Peterboro, Canada, president of the Canadian Association of Display Men, 1914-1915, will speak of the "Show Window as a Sale Promoter."

Mr. McNabb understands and appreciates the needs and viewpoint of the merchant both in selling and advertising problems. He will tell you of the kind of show windows and advertising he uses—tell you why some pay more than others—the kind of publicity that is used in Canada and what it produces in cash and advertising value. Mr. McNabb has something very practical to say to all display men.

Fred S. Pratt, with Dinot, Nachbour & Co., Joliet, Ill., president of the Joliet Local, will expound the value of "Efficiency, Organization and Co-operation." His message will be of great benefit to you. Through efficiency, organization and co-operation the display men of Joliet have been placed on a much higher level than they ever expected to reach as display men. They are recognized as boosters and have won a big place in the hearts of their employers and the public of their city, which would never have been attained had it not been for their efficiency, organization and co-operation. He will tell how to achieve a similar result in your community. He will tell why the display men of his city were formerly recognized merely as one of the necessary evils about the store and why they are now recognized as an active organization which makes the public sit up and take notice of any project backed by them.

This subject, "Efficiency, Organization and Co-operation," is a wide one and one which all members of the association can profit by. Information based upon experience which money cannot buy will be given to you by Mr. Pratt.

Samuel Friedman of the S. Bloch Co., Birmingham, Ala., president of the Birmingham local, will demonstrate "Something Different" with men's and boys' merchandise and show cards. He will show you what kinds of displays to make in order to interest the refined and high class trade; he will also show what constitutes a display that would draw the shekels out of the public and cheaper class of trade. Accompanying each demonstration he will explain what show cards to use for the different classes of displays and how they should be lettered and made. He will show you and tell you all this so that you needn't spend the money he has spent in experimenting, planning and searching for the one best way.

F. H. DeRhodes, merchant, with the F. H. DeRhodes Department Store, Chadron, Neb., has chosen for his subject and demonstration "Modern Display Methods." His practical and clever draping demonstration will be remembered by all who attended the convention last year. This man has been connected with department store work for the past twenty years, and has paid special attention to the care of and handling of displays of all kinds of merchandise. He has devoted the greater part of his time to the subject of displaying piece goods. His work and skill along this line has attracted more than ordinary attention.

He has recently given a very successful demonstration before the first "Merchants' Short Course" ever held, that of Sioux City, Iowa, in January, 1915. He will bring to you in this convention the best in all his twenty years of retail experience as a merchant who trims his own windows.

Walter F. Wehner, head display manager for Brill Bros., Broadway and Forty-ninth street, New York City; subject, "New and Practical Stunts in Men's Wear Units." Mr. Wehner is one of the old members of the I. A. D. M., and his work, which is placed in Brill Bros.' finest store, is considered among the best in this country. There is something in his methods that enables him to give better display effects than the average display man is able to secure—and that something will be disclosed and described at the convention in Wehner's own words.

Harry W. Hoile, with Loveman, Joseph & Loeb, Birmingham, Ala., former president of the Birmingham Local, will demonstrate "Live Model Draping," and explain how he made a success of it from an advertising and sales standpoint. His plan will be disclosed in a way that will enable you to use the idea with the very success the same idea brought to him.

Never before have you had an opportunity to study the facts and figures of so interesting an advertising idea.

A. E. HURST,
231 W. Thirty-ninth St., New York, Chairman Program Committee.

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To the Members

WE ARE herewith presenting the proposed prize list for the next regular convention, and we urge all our members to read the classifications very carefully so as not to get their entries mixed up.

We are also suggesting the method of presenting the photographs that all should be put on 10x12 mounts. If we can get them uniform it will be much easier to judge and handle. Some of our members have only small kodaks to take their window with. We suggest that you have such photographs enlarged to as near an 8x10 picture as you can and then mount them on a 10x12 card or mat board.

Very satisfactory results can be obtained in this way. Many of the entries in last year's contest were enlarged photographs from small kodak pictures. The expense for this is slight. And there is another advantage in not having to enlarge a photo that is not good. Pick out only those that you consider worth it.

It is an advantage to have a photo of your work as you progress. And by the use of the small camera this is possible. The expense is far less and still gives you a clear idea of how the work will

Palmenberg

Our New Salesrooms in the
PALMENBERG BUILDING

63 and 65 West 36th Street (Herald Square) New York

Are in keeping with modern merchandising.

Over 20,000 square feet of samples of everything to display anything.

**Window Fixtures, Display Forms, Wax Figures
Artificial Flowers, Valances, Garment Hangers, Racks, Etc.**

An alluring arrangement of staples and novelties—a veritable inspiration to the merchant and display man.

Harmony

Symmetry

Contrast

Utility

J. R. Palmenberg's Sons

Established
1852

Factory: 89 and 91 West Third Street, New York

30 Kingston Street }
110 Bedford Street } BOSTON

10 and 12 Hopkins Place
BALTIMORE

Floral Parades

And all other occasions for special summer decoration

¶ In every city in the United States there will be occasions for special floral decoration during the coming summer season. There will be Floral Parades, Home Comings, Conventions, Reunions, etc., etc., that will call for the special services of the Display Man.

¶ We are splendidly prepared to take care of every summer need of the Display Man. We have a wonderful assortment of new and attractive floral designs made up to meet the demand for a big showing for a little money.

¶ No matter what your needs may be, we can fill them to your entire satisfaction both as to merchandise and price. Our big factory is equipped with the most improved machinery for turning out perfect goods at the lowest possible cost and you benefit further through the large volume of business we do which makes our prices the lowest of the low.

¶ If you are going to do any floral parade decorating this summer, investigate our goods and prices first. We have a big line made especially for this purpose. You will find our floral sheeting and flowers to be fully equal to, if not better than those that sell at much higher prices.

***Write for Our Colored Catalogue, It Will Be Sent to You Free
If Better Flowers Could Be Made—We Would Make Them***

The Botanical Decorating Co., 504 S. Fifth Ave., **Chicago**

show up. Try it out. Get a small camera from some of your friends and try it.

Take your picture at night under the window's own light. Give your camera about 12 to 20 minutes' exposure. A little practice will soon put you next to the job. The expense for enlarging, especially if you have a number of photos, is usually 25 or 30 cents by any reliable photographer.

Nearly every class of merchandise has been given a classification. We have arranged some of the classes to encourage the better display of certain lines, which have been very sadly neglected.

Some classes have also been provided for suggestions. Perhaps some of our display managers have in mind a display that it is not possible for them to execute on account of a lack of co-operation of the firm, lack of window space and a number of reasons. If you have a good idea, work it out and enter it in the contest. It is worth while trying. A new background. A new arrangement of merchandise. An idea for an interior display. We want to encourage this idea all we can. Not only do we wish to give prizes on what you have done, but on your ideas. Something *new*—something *different*. The unusual is what will attract every time. The same old lines, displayed in the same old way, get less attention. New ideas is what we want. Bring them out.

Everything is progressing nicely for our New York convention. More arrangements are already completed than usual at so early a date. I already have assurance from display men from three foreign countries that they will be present with us in New York. We are daily receiving enquiries for application blanks to join our association. Many new clubs are being organized. Some have not sent in for their charters, but have assured us that they will. Richmond, Va., is the last to send in an application for charter. We welcome the Virginians. Richmond, of course. Meet us in New York next August.

Sincerely, your secretary,

P. W. HUNSICKER.

✕ ✕

Rules For Prize Contest

Rule 1.—All members of good standing attending the convention are eligible to enter photographs, drawings or cards in contests.

Rule 2.—There shall be a committee on awards of twelve judges appointed by the President from members attending the convention. Classes divided as follows:

Three Judges for classes 1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 20, 21 and 23.

Three Judges for classes 10, 12, 13, 14, 15, 16, 17, 18, 19, 22, 24 and 25.

Three Judges for classes 26, 27, 28, 29 and 30.

Three Judges for show card classes.

Rule 3.—The Secretary shall go to New York three days in advance of the convention and receive photographs and show cards, to take charge of all these as they are sent in, and classify them so they will be ready for the judges by Monday noon, August 2nd.

Rule 4.—All competing matter must be work that has been executed between the 16th and 17th annual conventions of the I. A. D. M.

Rule 5.—All awards to be made by comparison.

Rule 6.—Show cards, price tickets, etc., must be work that has actually been used in windows or interior displays by the display man or assistant, and not the work of a professional card writer or sign painter.

Rule 7.—The judges in these contests reserve the right to reconsider their verdict should the occasion warrant such action.

Rule 8.—A photograph shall only be entered in one class. Should the same be eligible to entry in any other classes, a duplicate photograph shall be provided. All duplicates will be returned to the owners.

Rule 9.—All signs of recognition on matter entered in any contest must be erased or covered over, the nom-de-plume and number of class only shall be written on matter entered in this contest.

Rule 10.—The name of contestant shall be placed in sealed envelope, with the nom-de-plume written on the outside and given to the contest clerk.

Rule 11.—All photographs, drawings and show cards must be in the hands of the Secretary by twelve o'clock (noon), Monday, August 2nd.

Rule 12.—All matter entered in contest shall become the property of the I. A. D. M. to be used for educational purposes.

NOTICE: It is suggested by the Executive Committee that those wishing to enter this contest send these photographs, drawings or show cards to the Secretary, Mr. P. W. Hunsicker, care of the Waldorf-Astoria Hotel, New York City, by express, prepaid, three or four days in advance of the convention. By doing this you will be assisting the contest clerk in getting everything ready for the judges by noon on Monday and at the same time eliminating any possibility of your matter not being entered.

List of Prizes

Class No. 1.—For photograph for the best holiday setting or window display, suitable for any line of merchandise.

Class No. 2.—For photograph of best window display of women's ready-to-wears, such as cloaks, suits, dresses or evening wraps.

Class No. 3.—For photograph of best window display of women's furnishings, such as neckwear, gloves, furs, belts and hand bags.

Class No. 4.—For photograph of best window display of millinery.

Class No. 5.—For photograph of best window display of toys.

Class No. 6.—For photograph of best window display of piece goods. (Silks, wash goods or dress goods.)

Class No. 7.—For photograph of best window display of linens. (Staple or fancy.)

Class No. 8.—For photograph of best window display of infant's wear.

Class No. 9.—For photograph of best window display of notions.

Class No. 10.—For photograph of best window display of men's or boys' clothing.

Class No. 11.—For photograph of best window display of corsets.

Class No. 12.—For photograph of best window display of men's furnishing goods, such as shirts, ties, gloves, or combination of same.

Class No. 13.—For photograph of men's or women's knit underwear or hosiery, or both.

Class No. 14.—For photograph of best window display of shoes.

Class No. 15.—For photograph of best window display of drugs, patent medicines or druggist's sundries.

Class No. 16.—For photograph of best window display of furniture.

Class No. 17.—For photograph of best window display of hardware.

Class No. 18.—For photograph of best window display of jewelry.

Class No. 19.—For photograph of best window display of books, stationery or sheet music.

Class No. 20.—For photograph of best window display of ribbons.

Class No. 21.—For photograph of best window display of lingerie or muslin wear.

Class No. 22.—For photograph of best window display of men's hats.

Class No. 23.—For photograph of most attractive effect produced with artificial flowers or foliage in the show window.

Class No. 24.—For photograph of best exterior decoration of store or public building.

Class No. 25.—For photograph of best interior decoration of store, booth or public building.

Class No. 26.—For photograph of best decorated float on a wagon or an automobile.

Class No. 27.—For best photograph or pen and ink sketch of a post trim, ledge or table display.

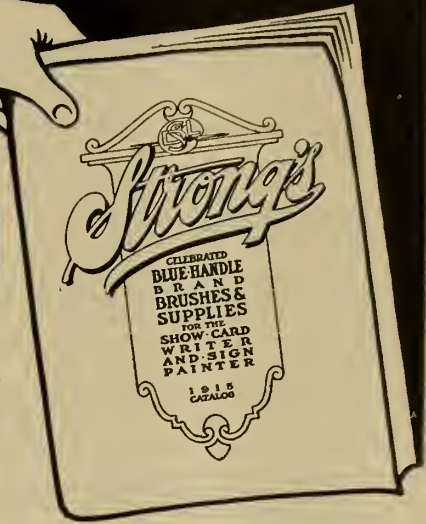
Class No. 28.—For best pen and ink drawing offering suggestions for effective and practical background for special event.

Class No. 29.—For best background setting worked out in water color.

Strong's NEW 1915 CATALOG

at Before War Prices

Chas. J. Strong,
Founder



YOUR Interests Are OURS

No advance in prices. We have not raised prices because of the war. We think more of your continuous business than of the added profits. Strong's supply catalog has been your best friend. This year we are showing New Time-Saving Devices—Payzant Pens, Modern Brush Alphabets Pictured, New Brush Styles—and a lot of excellent new practical things never before shown. Our catalog was delayed a little for your benefit—we made sure we did not have to advance prices.

The largest and most complete catalog published. Get everything you need from us. Use the coupon. Address:

Detroit School of Lettering
SUPPLY DEPARTMENT
OFFICES & SALESROOMS 82-84 GRISWOLD ST. DETROIT MICH. U.S.A.

CHAS. J. STRONG, Founder. L. S. STRONG, President.

Oldest and Largest Dealers catering exclusively to the Lettering Fraternity.

Don't Argue—Sign and Mail Now.

Supply Dept.,
Detroit School of Lettering,
Detroit, Mich.

Gentlemen:—Please send me a copy of your 100-page Supply Catalog for Sign Painters' and Card Writers' use.

Name _____

Address _____

Spring and Summer DECORATIONS

Low Prices—Best Quality—Samples Sent Free of Charge.

Ask for Our New 1915 Catalogue
Showing New Original Designs



**Fireproof
Muslin Vines**
\$5.00 per gross up.

Rose Sprays
\$4.80
per gross up.

**Apple Blossom
Branches**
\$5.00 per gross up.

**Apple
Blossoms**
30c per gross.

Natural Preserved, Fireproof MAIDEN HAIR FERNS

Any color—Green, Pink, Blue, Yellow or Lavender,
large size sprays.

Per 100 sprays \$5.50. Per 1000 sprays \$47.50.

J. HARTWIG COMPANY

The House of Originality

Manufacturer and Importer of Art Decorations

28-32 Pellington Place BROOKLYN, N. Y.

Show Room, 738 Broadway, N. Y.

REMOVAL

After April 1st, 1915
the Salesroom of the

L. A. Feldman Fixture Co.

Makers of fine

Display Fixtures, Wax
Figures, Forms, etc.

will be located in our new building at

**24-26 West 30th St.
New York City**

Our Down Town Salesroom and Factory are
at 60-62 East 11th Street, near Broadway

Class No. 30—For best suggestion worked out in water color or pen and ink sketch for a float.

Class No. 31—For photograph of the best collection of ten window displays, not more than two windows of the same line of merchandise to be entered in this class. All photographs must be mounted on a 9x12 cardboard and tied together suitably to hang up, allowing about a half inch between each card.

Classes For Show Cards

Class No. 32—For the best pen lettered cards, none to exceed a half-sheet size. Any color; any style; any kind of pen may be used. All borders, decorations, etc., to be made with a pen.

Class No. 33—For the best five brush lettered cards. None to exceed a half-sheet size. Any color; any size or material may be used. All lettering and decorations to be done with a hair brush.

Class No. 34—For the best five air brush designs suitable for show cards or price tickets. Any size or shape. (Cards preferred without lettering, as lettering will not be considered.)

First Prize in the above three classes to be a silver medal and ten points on the grand prize.

Second Prize in the above three classes to be a bronze medal and five points on the grand prize.

Class No. 35—For the best collection of ten show cards, any size. Any shape, color, material, style or combination of lettering may be used.

First Prize—A silver loving cup and twenty points on the grand prize.

Second Prize—A silver medal and ten points on the grand prize.

Third Prize—A bronze medal and five points on the grand prize.

Grand Prize—(Same as last year).

Capital Grand Prize—(Same as last year).

In case of a tie in points in either of the grand prizes, the Executive Committee and the Board of Directors shall review the entries of the contestants and decide the winner.

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Entertainment Night Recruits

THE CALL of the program committee for recruits to offer their services for "Entertainment Night" has met with hearty response and the stunts that are going to be pulled off will make the sides of old Manhattan shake with laughter.

If mother could see them then, she would sing "I Didn't Raise My Boy to Be an Actor."

Aside from the professional talent (which will be mostly girls), we have billed the following explosions regardless of expense and consequences:

The Darktown Silver Tongued Quartette (Those Musical Boys), musical because every one of them was born in A Flat.

John F. Loock of Rochester, N. Y.

J. E. Hancock, Charleston, W. Va.

H. C. Burkheimer, Charleston, W. Va.

R. E. Guinn, Charleston, W. Va.

Farce comedy, entitled "The International Employment Bureau." Cast:

G. C. Boutlebee, Rochester, N. Y.

Thos. A. Knapp, New York City.

John F. Loock, Rochester, N. Y.

Harry W. Hoile, Birmingham, Ala.

Wm. J. Radigan, the official I. A. D. M. Story Teller, with a complete new hatching of yarns and stump speeches that will make your wife laugh in her sleep (if you have nerve enough to repeat them to her).

Special Extraordinary: Mlle. Fatima Pol-La-Lo, dancing and singing Venus. She is not pretty, but

is bewitching. She cannot sing, but she puts her songs across. She has no figure, but she makes you look twice.

Special Demonstration Feature: A show window display of nuts. A Nobody Home Act. We knew them when they were *all* right. Cast to be announced later.

A. E. HURST,

231 W. Thirty-ninth St., New York, Chairman Program Committee.

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Grand Rapids Display Men

GRAND RAPIDS DISPLAY MEN have been holding some very interesting meetings during the past few months. The election of officers was, however, put over to another meeting, and on March 15 John P. Wheeler was elected to the presidency, with T. G. Duey as vice-president. Adrian Wagner was elected secretary and George Scott treasurer. With the newly elected officers at the helm things will progress very nicely and we may look for a good delegation at New York next August. Two new applicants were elected to membership, and the club is out for more new members.

The club has enjoyed the educational features very much and at their last regular meeting they enjoyed fifty-one slides showing the first prize winners at the recent convention. The spring opening displays were very encouraging and brought out some new and very clever settings.

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Seattle Club Organized

THE big "get-together" meeting at which over fifty of the prominent display men of Seattle, Washington, attended in February has culminated in a permanent local association. The following men were active in perfecting the organization:

J. Ciscski, Edward Beck, A. Burns, C. T. Boyd, P. Fritsch and H. W. Page. Arrangements for permanent organization were made and the election of officers held March 1 after a rousing get-together banquet at the Butler that brought out representatives from fifty of the leading Seattle stores. The officers are: President, C. A. Boyd; vice-president, P. Fritsch; secretary-treasurer, Al. Burns. Two directors, H. C. Pettit and Edward Beck, were also chosen. An invitation from the International Association of Display Men to affiliate with the larger body was accepted. A pleasing feature of the banquet was the clever musical entertainment put on under the direction of Nicholas Oeconamacos, Cafe Butler musical director, the performers being selected from the Cafe Butler entertainers and orchestra.

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Richmond, Va., Has Club

ABOUT twenty-five of the display men in Richmond, Va., recently got together and organized a Local Association of Display Men and have applied for a charter in the International Association. Several meetings have been held and great enthusiasm is manifested by the local men. R. A. Lewis of Miller & Rhodes was elected president.

FIRST ANNOUNCEMENT in "MERCHANT'S RECORD"

"SNOW WHITE" WATER COLOR

"Regular" Grade

FOR

All Card Writer's and
Sign Maker's Brushes



"Special" Grade

FOR

Artist's Brushes, All
Pens and for Air Brush

(NONE GENUINE WITHOUT THIS COPYRIGHT TRADE MARK)

MEMBERS OF "I. A. D. M." WILL BE ESPECIALLY INTERESTED

Circular sent on post card request. Write today

MANUFACTURED BY

P. O. Box 578

J. W. JOHNSTON

Rochester, N. Y.

PLEASE MENTION "MERCHANTS RECORD AND SHOW WINDOW"

Bridal Windows

*We have Bridal Wreaths and
Bridal Bouquets, besides Deco-
rations for a Bridal Window
such as Lilacs, etc.*



IF you will put in a BRIDAL WINDOW, you will be surprised at the increased sales for BRIDAL OUTFITS.

We are issuing THREE LARGE CATALOGUES for SPRING and SUMMER DECORATIONS and AUTOMOBILE PARADES. You should have these catalogues. BE SURE AND WRITE FOR THEM.

L. BAUMANN & CO.

Leading Importers and Manufacturers

357-359 West Chicago Avenue

CHICAGO

Los Angeles Fashion Week

THE California Display Managers' and Window Trimmers' Association with headquarters at Los Angeles, is a busy organization that has accomplished big things during the twelve months it has been in existence. The latest achievement of this club was the Los Angeles Fashion Show that was conducted last month under the auspices of the display men. This was generally conceded to be the best managed and most successful event of the kind that has ever been held in Los Angeles, and that is saying a good deal. The newspapers regarded the event of sufficient importance to give it pages of free publicity and every one concerned, including the public, was enthusiastic over the auspicious occasion.

Because of the marked success of the Fashion Show, the semi-annual banquet of the association which occurred on March 25, was an occasion for much enthusiasm and congratulation. The feast was held at the Alexandria Hotel and the principal speakers were Alfred E. Adams, secretary of the Retail Dry Goods Merchants' Association, and Motley H. Flint, vice-president of the Los Angeles Trust and Savings Bank, officer of the Chamber of Commerce and ex-postmaster. Mr. Adams chose for his subject "The Fashion Show" and the great benefit the city derived from this event and the way it had been managed. He pointed out that strangers visiting the city would be especially impressed by the beautiful appearance of the stores. Such an impression as was given during Fashion Week, the speaker said, could not fail to have a lasting value to the city. Mr. Adams also spoke of the wonderful progress that has been made by the Retail Dry Goods Merchants' Association and the assistance that had been rendered to the members through securing reduced freight and express rates, adjustments, detective service, discounts, etc. He concluded his speech by speaking strongly on co-operation.

Mr. Flint addresses the company upon the subject of the numerous conventions that are to be held in Los Angeles during the coming year and pointed out the great opportunities the display men will have for special decorating, thereby doing their part toward making the city beautiful. The next speaker was Harry H. Heim, display manager for the Marston Co., of San Diego. Mr. Heim spoke of the plans that have been made toward the entertainment of the association on the occasion of its annual outing on July 3, 4 and 5, at which time a banquet is to be held at the exposition grounds in San Diego.

President J. A. Jones spoke of the wonderful progress that has been made by the association and asked the sincere and energetic co-operation of all the members to the end that the association may continue to grow even stronger and be able to accomplish even greater things in the future that have been done in the past. J. M. Walters then spoke. Mr. Walters is the dean of the Los Angeles display men as he has had about twenty-five years experience behind the plate glass. He read a letter from President C. J. Potter expressing the latter's regrets that it was impossible for him to be present. Mr. Potter's optimistic letter received much applause.

A number of others made brief addresses. The association again extended a hearty invitation to all window dressers attending the fairs, to visit Los Angeles where they are assured of the best entertainment that hospitable city affords. Those expecting to visit Los Angeles are requested to announce their arrival in advance in order that preparations may be made for entertainment.

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Joliet Local Banquets

THE Display Men's Association of Joliet recently entertained International President C. J. Potter of St. Louis with a dinner at the Commercial Club. S. Pratt, of Dinett's, was toastmaster. Mr. Potter discussed the fundamentals of the display of merchandise in windows and interiors of stores and the purposes of the organization, which latter were to promote good fellowship, co-operation, truthfulness, efficiency, honesty and service. He showed how displays were really store character builders and an important part of the advertising of a store. The profession of window trimming, he said, had assumed such proportions that the advertising head of an establishment hitched up with the display man and with the merchandise director, made a strong and harmonious combination. Success was inevitable when the three pulled together.

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Duluth Club Organized

TWENTY-SEVEN display men representing the best stores of Duluth, Minn., and Superior, Wis., met at the Commercial Club rooms in the former city on the evening of March 25, and formed the Twin Ports Association of Display Men. Ben J. Millward of the Twin City Association and M. W. Kegley of Chicago were present and helped with the organization routine.

J. E. Hopkins, of the George A. Gray Co., was elected president; A. E. Ortquist of the Tower Clothing Co., Superior, vice-president; J. H. Maki of the Columbia Clothing Co., treasurer and R. P. Johnson of the Floan & Leveros Co., secretary. During the course of the evening addresses were made by B. J. Millward, John J. Moe of St. Paul and M. W. Kegley of Chicago. The new organization is to some extent of the co-operative spirit attending the recent style show and it will undoubtedly be an important factor in shaping future style shows in both cities.

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BERT CULTUS, who for about ten years was head window dresser for the big Rhodes Brothers store in Tacoma, Wash., is now display manager for Block Bros. in St. Joseph, Mo. Mr. Cultus is a clever, all round display man whose work has often appeared in this journal.

~ ~

SAMUEL GREENBAUM of Wilmington, Del. expects soon to put a modern front in his department store. Mr. Goldstein has not as yet perfected his plans but is investigating various styles of store front construction.

YOU MEN BEHIND THE BRUSH



Get a FIVE-FINGERED GRIP on the trade by using

BER-ZER Incomparable PRODUCTS

The illustration shows our new Genuine RED SABLE SHOW CARD Brush. Made especially to our order and design. Made in Nickel Ferrules, with short Red Cedar Handles. For quality and durability they have no equal.

SPECIAL OFFER: To prove there are no War Time Prices with us we will send you this set (sizes 4, 6, 8, 10, 12) of

BER-ZER Incomparable BRUSHES

Order your set today

\$1 35

Add enough for postage

When it's supplies you need you want the best. Send for our new **ILLUSTRATED CATALOGUE** Just off the press

We sell
SNOW BERRY AIR BRUSH INKS

Ready for delivery in a few days.

"SPEED BALL" Pens.

Complete Set of 5 Sizes . . \$1.00
Including Book of Alphabets, Decorative Stunts, Border Designs, Instructions, Ink and Color Formula.

Complete Set (5 pens) . . 50 cents prepaid
Single pens 10c each, any size

Add 2 cents for postage

BER-ZER Softone-Finish SIGN CARD COLORS

Made with just the right pull. Dries quickly with a brilliant soft tone effect. A perfect innovation in Show Card Colors. Made in 12 colors.

2-oz. bottle \$0.15

Complete set 1.50

F. O. B. Dayton. Send in your order today.



BER-ZER STUDIO, Dayton, Ohio

Specialists in Scenic Paintings and Air Brush Cards

For Our Advertisers

Motion in the Window

There is something about motion in a show window that never fails to stop the passer-by and claim his attention. Apparently there is something about the human mind that makes it impossible to resist the attraction of a moving window display. At any rate the moving window display catches the crowds and that is the purpose of the show window. For years, the Newman Manufacturing Co. of Cincinnati, O. has specialized on moving window attractions. Combining a thorough insight as to the merchandising or sales end of window display with rare mechanical genius, this firm has been able to produce some really remarkable show window attractions. That the Newman window motion devices are practical, and that they are an efficient help to the show window, is proved by the thousands of their fixtures that have been in continuous use in windows all over the country for years. This firm has recently issued a catalogue that will be found unusually interesting by every merchant or display man who is looking for any kind of a moving window device. A request addressed to the Newman Manufacturing Co., 715-721 Sycamore St., Cincinnati, O., will bring this book.

✕ ✕

Window Backgrounds

Few catalogues, or books for that matter, have been published that will hold a greater interest for the progressive display man than that which has recently been issued by the Bodine-Spanjer Co. of Chicago. This catalogue is really a work of art and the suggestions it contains will be found of the greatest value. Practically all of the illustrations, and some of them are in full color, are the work of J. Clarence Bodine whose clever work is known to every live display man in the country.

Mr. Bodine now has a large and completely equipped

studio in connection with one of the most up to date wood working plants in this country. He is therefore equipped to handle his work much more economically than ever before. The new firm of Bodine-Spanjer Co. will specialize on all kinds of background work and will make a large variety of settings for show windows including complete backgrounds, screens, panels, dividers, pedestals, etc. Mr. Bodine will continue to make background paintings of all kinds both in oil and water color. In stock will be carried a great variety of relief and other ornaments that the decorator can use in decorating his own windows.

✕ ✕

\$500 for Display Men

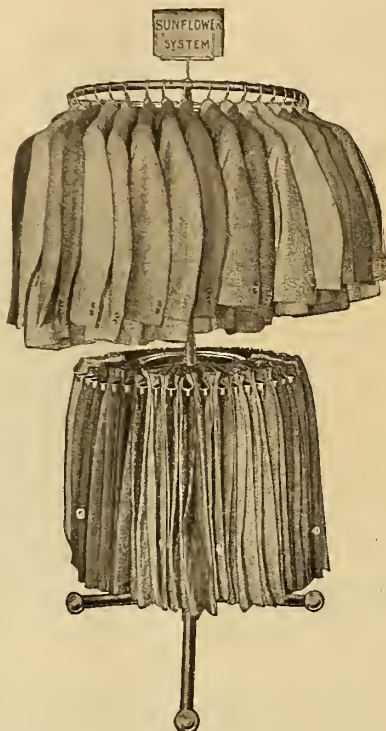
Every live display man who has any original ideas about him should take a lively interest in the big prize contest that is being conducted by the Campbell Art Co. of Elizabeth, N. J. Five hundred dollars in prizes are being offered and the conditions are so simple and easy that practically every display man in the country has a good chance at the money. The prizes are to be given for window displays made with the famous Kewpie post cards and the Campbell Art Co. makes the very liberal offer to loan any would be contestant one hundred of the cards together with a couple of big lithographed cut-outs so there is no excuse for not trying for some of this prize money.

The Kewpie cards to be used in making these displays are among the best selling cards that have ever been produced. They are designed by Rose O'Neill and are so instantly attractive that everyone wants them. Most dry goods and department stores carry Kewpie cards and it would be an easy matter for the display man to put in a window of them. The extra sales would justify any trouble spent on the window and the trimmer would be enabled to get in the big contest. May 1st, twenty-seven new subjects will be ready in this series. It is recommended that every display man write to the Campbell Art Co., at Elizabeth, N. J., and get full particulars concerning this interesting contest. It is well worth looking up.

Handling Boys' Suits

Every live merchant has many times regretted the fact that designers of store equipment have not made better provision for carrying boys' suits and knee pants. In recent years there has been great advancement in store equipment generally in all lines except that of boys' wear. Every merchant who has felt this lack will learn with interest that at last there is a fixture on the market that will take care of boys' garments quite as satisfactorily as men's garments are taken care of in the most up to date stores.

The new device is shown in the accompanying illustration and it will require but a glance to see how simple and practical this fixture is and how well it is designed to keep boys' clothing in the best possible condition in the minimum space.



The coats are suspended from hangers which is unquestionably the only way to keep a coat in condition. The pants are suspended between clock spring loops that hold them perfectly without creasing them in the least.

There is another big advantage in the use of this novel rack as it displays the stock much better than it was ever before possible to show this class of goods. Indeed the whole stock is right in front of the customer and all that is necessary is to turn the garments around until a selection is made. As a producer of sales this new stand ought to be a wonder.

There is another fixture made to hold boys' pants only. This rack is 30-inches in diameter and 5½ feet high yet it will hold 100 pairs of pants perfectly and more if necessary. Both of these fixtures have the well known tri-pod base fitted with silent domes. It stands rigidly on the floor and can be easily moved over rugs, carpets, etc. Both of these new fixtures are products of the Curtis Leger Fixture Co. of Chicago. The cost of installing them is not worth considering when one understands their remarkable efficiency and the savings they will effect in many ways.

✕ ✕

New Book for Display Men

The Economist Training School of New York has recently issued a most interesting book that will appeal to every display man, show card writer and retail advertising man. While it is a catalogue, in the sense that it lists a great variety of interesting materials for sale, it is far more than the ordinary catalogue as it contains a great many original and effective ideas as to window decoration and card writing that the practical man can put to excellent use.

There are a number of decidedly attractive ideas for window settings and the description of each explains just what materials are required to secure the results shown in the excellent engravings. These pictures and descriptions should be of a good deal of service to the average display man. There are also shown a considerable number of first class show

cards and various stencil ornaments that will appeal to every show card man. All sorts of card writer's supplies are listed.

For the merchant or advertising man there are lists of advertising and business books covering all branches of retail business. But it would be impossible to tell in this space all the contents of this interesting book. The best thing to do is to send for it to the Economist Training School at 231-243 West 39th Street, New York. The book will be sent upon request and will well repay the trouble. Most display men will want to keep it for future reference.

✕ ✕

Of Interest to Card Writers

Most show card writers have experienced a good deal of trouble in finding a white paint that will stand up and do the work expected of it. One of the greatest troubles with the various kinds of white paint has been that they would not "cover" satisfactorily. When reduced with water to a workable consistency, they would show up on the card with a streaked or grey effect that would necessitate two coats to make a good job. On the other hand, if made thick enough to cover the card perfectly with a single stroke they would not work satisfactorily in the brush. For this reason, card writers generally will read with interest the announcement on "Snow White" Water Color in which, it is said, all of the faults of the old time white water colors have been eliminated. "Snow White" is said to work with surprising freedom and to make a clean cut, snow white line in a single stroke. This new paint has just been placed on the market by J. W. Johnston, P. O. Box 578, Rochester, N. Y. Mr. Johnston is a thoroughly practical show card writer and "Snow White" is the result of much experimentation to secure a faultless white ink for show card and other work. Mr. Johnston has some interesting advertising matter that he is sending out upon request and it is suggested that card writers inform themselves as to this new water color.

✕ ✕

Ornaments for Backgrounds

It will prove to the interest of every window display man to become thoroughly conversant with Lignine (wood) carvings, unbreakable. By their use, beautiful panels, backgrounds and pedestals can be created, thereby enhancing the efficiency of window display men. They are unbreakable and are guaranteed by the manufacturers not to chip, check, crack, shrink or deteriorate with age. In order to prove this, samples are sent unwrapped and unprotected



by mail with full test suggestions on the back. Pound the high points with a hammer, drive nails into them, cut them on the band saw. As all this is true, they can be used over and over again, which makes them the most economical and practical trim on the market today.

Lignine (wood) carvings are easily attached by nailing and gluing and can be finished in oak, mahogany, walnut, antique copper or gilded and painted. The manufacturer, whose advertisement appears in this issue, will send you a catalog and sample for testing, free of charge. Lignine (wood) carvings are used largely by hundreds of the most up-to-date and practical display men of to-day. We do not hesitate to recommend them to our readers.

Name, Fame and Money

All are nearer the man who uses the best tools he can obtain in his work. Your opportunity to improve lies in

"Perfect Stroke" Brushes and Supplies

You'll be doing yourself a good turn by sending for my big free catalog describing them.



My Air-Brushed Cards and Scenic Paintings positively increase the pulling power of your windows. Send for handsome spring circular, free.

Bert. L. Daily

Department E-4

Dayton - - - - - Ohio

Ask about my Profit-Sharing Plan—the most liberal offer ever made on high-class merchandise.



LIGNINE (WOOD) CARVINGS

Practical Economical Effective

Simplify Your Work Increase Your Efficiency

U
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B
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E

Are endorsed and used by the highest salaried Display Men, not only in this country, but in Europe. Easily attached by gluing or nailing.

Finished in Oak, Mahogany, Walnut, Gold, Copper, or Tints to harmonize with your back-grounds.

Lignine (Wood) Carvings will make yours, the talked about Windows, and the talk will be the right kind.

39 page catalog of Capitals, Pilaster Capitals, Rosettes, Shields, Scrolls, Wreaths, Brackets, Heads, Claw Feet, etc., and a sample for the asking.

Can be Used

Over and Over Again

This Year, the Next

And the Next

And Then Some



Ornamental Products Company

52 Fourteenth Avenue
DETROIT, MICH.



BEAVER BOARD FOR WINDOW TRIM

What BEAVER BOARD Will Do
Background, cut-outs, columns, pedestals, trays, boxes, screens, unit forms, shelves, platforms, dividers, signs, mummy forms, model houses, pilasters, display booths, lattice-work.

The possibilities of BEAVER BOARD in the hands of a resourceful window designer are unlimited. He finds it the best workable material to carry out his ideas.

Convenient, clean to handle, beautiful embossed surface for decoration by painting. Light in weight, yet strong and rigid when applied. For permanent or temporary use.

The Beaver Board Companies

United States: 627 Beaver Road, Buffalo, N. Y.
Canada: 827 Wall Street, Beaverville, Ottawa.
Great Britain: 4 Southampton Row, London, W. C.



This free booklet "BEAVER BOARD for Window Trim" is full of practical suggestions for the window trimmer. A new edition is ready. Write for it today.



One of Our Many Popular Models

Paasche Air Brush Co.

Paasche's 3 in 1 Air Brushes THE BEST OF THEM ALL

There is no stronger or more convincing argument than the trimmers' and cardwriters' actual experience with Paasche's Air Brushes.

TRIMMERS' AND CARDWRITERS' OPINION

Invaluable Instrument

Model "E"-2 Air Brush which I purchased from you several months ago, is an invaluable instrument for original and effective show cards as well as other uses, and I have had remarkable success with it.

E. O. WHEETE, Decorator, Care Pegram D. G. Co., Muskogee, Okla.

Student Earns Way With Paasche Brush

It gives me pleasure to state that your Model "F"-2 Air Brush has given entire satisfaction. I am a student earning all my expenses in the card writing business, and consider the air brush most indispensable for my work.

MCCASKILL, (The Student Sign Man), Austin, Texas.
Hundreds Write Likewise

MANUFACTURERS

5 South Clinton St. CHICAGO, ILL.

Send for latest circular of complete outfits

KADY SUSPENDERS

are built to wear—and to wear with comfort. Sturdy yet flexible, high grade webbing gives them a combination of strength and lightness which is unsurpassed.

THE Double Crown Roller

(Patented)

provides an automatic adjustment of the bands which conform to the wearer's every movement and prevents the slightest binding or discomfort.

Kady Suspenders are the choice of a large group of generous and discriminating buyers who appreciate and demand quality.

Retail at 50c and 75c
Prices to Dealers
\$4.00 and \$4.25 doz.

THE OHIO SUSPENDER CO., Mansfield, O.
Makers of all kinds of Garters, Suspenders and Belts.



Books Slightly Damaged

Upon going through our stock of books, we find quite an accumulation that for one reason or another have been laid aside as not being perfect and suitable for shipping out at the published prices.

The accumulation consists of the following well-known standard books:

Art of Decorating Show Windows and Interiors
\$3.50 . . half price **\$1.75**

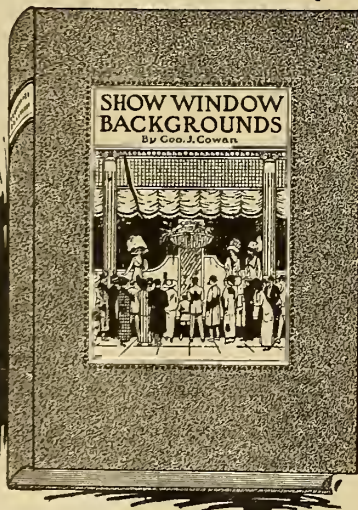
Hardware Window Dressing
\$2.50
Half price **\$1.25**

Sales Plans \$2.50
Half price. **\$1.25**

The contents of each and every book in the above list is clean and complete, only slight damage can be found on any book. Occasionally a cover has become slightly faded from exposure in the show window, another has a slight scratch, while the print on the cover of another may be a little imperfect, but to clean out this stock, we will accept **just half price** and upon receipt of remittance, prepay to any address any of these books ordered.

This is a rare opportunity to get standard books that are all right for practical purposes, at just half their actual value. There is but a limited supply, consequently, you are urged to send in your order with remittance at once to

The Merchants Record Co.
431 South Dearborn Street . . . Chicago



New Window Trimming Book

Every background design is drawn in such a way that any one can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

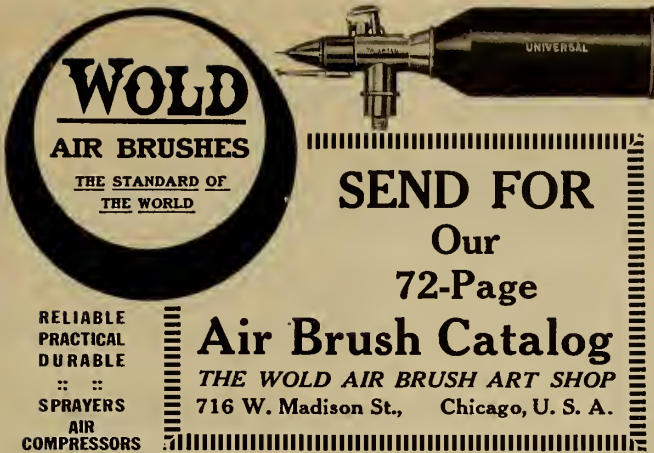
The following is partial list of contents.

- | | |
|----------------------------------|---------------------------|
| 2 New Year's Windows. | 2 Horse Show Windows. |
| 8 White Goods Windows. | 16 Fall Opening Windows. |
| 1 Lincoln's Birthday Window. | 2 Carnival Windows. |
| 4 St. Valentine's Day Windows. | 3 Hallowe'en Windows. |
| 2 Washington's Birthday Windows. | 5 Thanksgiving Windows. |
| 2 St. Patrick's Day Windows. | 14 Christmas Windows. |
| 8 Spring Opening Windows. | 16 Period Decorations. |
| 12 Easter Windows. | 10 Sale Windows. |
| 6 Decoration Day Windows. | 2 Bas Relief Backgrounds. |
| 5 Fourth of July Windows | 2 Stencil Backgrounds. |
| 7 Summer Windows. | |

and a variety of general and special backgrounds, making up a total of over 150 background designs, with a number of small detail drawings. Many of the drawings are in colors.

This book is 7x10 inches in size, strongly bound in deluxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of \$1.50. Send your order in today to

Book Dept. **Merchants Record and Show Window**
431 So. Dearborn Street, Chicago



WOLD
AIR BRUSHES
THE STANDARD OF
THE WORLD

RELIABLE
PRACTICAL
DURABLE
:: ::
SPRAYERS
AIR
COMPRESSORS

SEND FOR
Our
72-Page
Air Brush Catalog
THE WOLD AIR BRUSH ART SHOP
716 W. Madison St., Chicago, U. S. A.

Price Tickets
GOLD OR SILVER EDGES

Fancy Cut Display Cards
Background Board
SAMPLES FREE

Buy direct from the maker and save money

We make over 150 kinds of
Mat Board - Show Card Board

National Card, Mat & Board Co.
Manufacturers
W. Superior St. Chicago, Ill.

WANTED

More subscriptions and advertising for
THE ADVERTISING WORLD

This magazine is one of the oldest advertising publications in existence. Helps every business man to do his own advertising. Contains dictionary of advertising ideas, catch phrases, and actual advertising experiences relating to divers lines of trade. Subscription price \$1.00 a year. Stamp for sample.

THE ADVERTISING WORLD, Columbus, Ohio

SET OF **Speed-ball** BROAD
5 Lettering Pens STROKE
SIZES

Including book containing 28 full size plates of Unique and Modern alphabets designs etc. by representative artists.

Now being manufactured in the U.S.A.
READY SOON.
Get your order in for delivery of first factory-made Speed-ball...
Dealers and Supply Houses
Get our discount card now.

\$1.

Gordon & George - Boston Bldg. Seattle, Wn.

ELITE PRICE
CARDS
Used by the Largest Stores

Made of heavy high grade White Cardboard with Beveled Edges of Gold or Silver in a variety of shapes and sizes. *ELITE CARDS* give a touch of elegance to the article to which it is attached. Write for free samples and prices.

HURLOCK BROS. COMPANY 2436 38 MARKET ST. PHILADELPHIA
2435 39 LUTHER ST.



A Revolving Display Table in Your Window
Will Bring Business

Write for catalog of Tables, Counter-shafts, Pulleys, Reducing Gears, etc.

WINFIELD H. SMITH
8 Lock Street Buffalo, N. Y.

PATENTS WILLIAM N. MOORE
PATENT ATTORNEY
Loan and Trust Building, Washington, D. C.

The first important step is to learn whether you can obtain a patent. Please send sketch of your invention with \$5 and I will examine the patent records and inform you whether you are entitled to a patent, the cost and manner of procedure.

PERSONAL ATTENTION ESTABLISHED 25 YEARS

COMMERCIAL LETTERING PENS—Cardwriters' and Merchants' Rapid One-Stroke Lettering

Pens for lettering off-hand your own Show Cards, Posters, Price Tickets, etc. It is easy to do **Rapid, Clean-Cut Lettering** with our Improved Lettering Pens. Practical Lettering Outfit consisting of three Marking and three Shading Pens, together with two shades of Lettering Ink, sample Show Card, complete instructions, figures and alphabets, prepaid at the special introductory price of \$1.00. Practical Compendium of Commercial Pen Lettering and Designing—in addition to which this book also contains a large list of colors—a complete instructor in Commercial Pen Lettering and Designing—prepaid, \$1.00. Complete catalog of Lettering Supplies free.

THE NEWTON AUTOMATIC SHADING PEN COMPANY, DEPARTMENT D, PONTIAC, MICHIGAN, U. S. A.

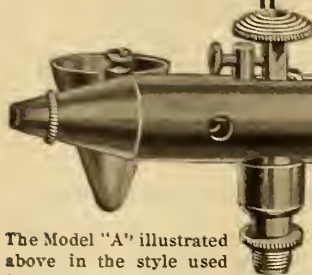
ADJUSTABLE WINDOW REFLECTOR FOR SHOW WINDOWS

Especially designed for use with The Tungsten Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

American Reflector & Lighting Co.
517 Jackson Boulevard, Chicago



You Can Do Better Work With the Fountain Air Brush



**The Original Pencil-
shaped Air Brush**

The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, Chicago



**A new, practical and ideal paper for
original and effective and artis-
tic window trimming**

☐ Easily applied, rich in appearance and a perfect reproduction of the costly Onyx. Its use is unlimited.

☐ For Window Backgrounds and Floors, Panels, Columns, Dividers, Pedestals, Draping Stands, Scenic Frames, Units, Flower Boxes and other surfaces our Onyx Paper is without doubt the most appropriate and distinctive covering on the market.

☐ Now being used with splendid results by leading window trimmers throughout the country.

☐ In stock in convenient size in many different colors and patterns. *Write for samples.*

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.

Cardwriters Pure Red Sable One Stroke Flat Brush

*For a clean stroke letter
it has no equal.*

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.

Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

For the Show Card Writer, Coast Dry Colors ready for use, add water only.

*Send for 1915 Folder
showing full line at a
glance.*

Now Ready

J. F. Eberhard & Son
Dept. R., 298 Pearl St. NEW YORK.



This is a design recently executed for a subscriber of this paper.

Our New Catalogue contains many designs that are all new and fresh. It is just from the press and we ask you as a starter to let us send you a copy of this new design book.

Show Window Valances Puff Shades—Lambrequins

We are specialists in the above; we manufacture the product ourselves and give every order first-hand attention.

We are fully equipped to meet any unusual conditions and problems. Send us rough diagrams of your show windows, together with glass measurements, and let us submit ideas and sketches that will make your windows individual and thus be your most productive and effective advertisement.

Materials and Workmanship Guaranteed

The Art Window Shade Co.

Established 1893

2411-13 North Halsted Street

Chicago

Wants, For Sale, Etc.

All Notices under this Department, \$1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

POSITION WANTED—Experienced window trimmer and card writer wishes change of position. Would like to communicate with some progressive department store which is looking for a good man. Good reference as to character and ability. Willing to start in with \$22.50 a week. Address Box 247, care Merchants Record and Show Window.

POSITION WANTED—Experienced display manager, now employed, wants to change location. Central states preferred; go anywhere if salary inducements are right; samples of work on request; references best. Address Box 248, care Merchants Record and Show Window.

FOR 35 CENTS—Treatise on Contrast and Harmony of colors especially adapted for window trimmers and card writers. Give Contrast and Harmony a thought—how much do you know about them? Utz Color Company, 806 North Waco avenue, Wichita, Kansas.

POSITION WANTED—Young married man wishes a position as window trimmer, "Ready-to-Wear" store preferred. Would be willing to help out on floor. Address Box 249, care Merchants Record and Show Window.

SPACE FOR RENT—One of the oldest and best established display fixture houses, with a fine display room on Jackson boulevard, in the heart of the fixture district of Chicago, has more space than is necessary to show their line. Will rent surplus space to manufacturer or dealer in non-competing line at very moderate rate. A splendid opportunity for anyone who wishes to secure a downtown Chicago salesroom in the choicest location, with every advantage. Address "Display Room," care Merchants Record and Show Window, 431 S. Dearborn St., Chicago.

CARD WRITERS—Before you order your next brushes, send for our large 48-page catalogue, which is full of valuable information for card writers. Enclose 2c stamp to Desk M. The Card Writers' Supply Co., Galesburg, Illinois.

WESTERN POSITIONS open throughout Rocky Mountain and Pacific Coast states for window trimmers, card writers, advertising men; also for salesmen and department managers in dry goods, clothing, shoes and all lines of general merchandise. Attractive salaries. Write for information. Business-Men's Clearing House, Denver, Colo. Southern Branch Office, Albany, Ga.



LEARN THE PLASTER PARIS ART

Send for this outfit

BOOK. The Art of Casting Ornamental Plaster Paris Designs showing how to make the original models from which the casts are taken. Complete Formula how to make the gelatine molds. With directions. Liberal supply of materials used in making the gelatine molds.

Price for complete outfit - - \$1.50

THE IRABAR CO.

Send for Booklet. HARRISBURG, PA.

Work Done on the Premises

Renovating and Repairing

SAM. E. GUMBINNER, WAX FIGURE ARTIST

Oil Colorings—Lasting

I Visit All Sections of the United States Semi-Annually

Write Me

Endorsed by the Display Managers and Window Trimmers Associations

581 W. 161st Street

NEW YORK CITY

Index to Advertisers.

"Advertising World"	61
"Air Brush Designs"	00
American Lithographic Company.....	62
American Reflector and Lighting Company.....	61
"Annual Prize Contest".....	00
"Art of Decorating".....	60 and 65
Art Window Shade Company.....	62
Baldwin, J. L., & Co. (Cash and Package Carriers)	1
Baumann, L., Co.....	55
Beaven, E. A.....	4
Beaver Board Companies.....	59
Ber-Zer Studio	57
Bodine-Spanjer Company	49
Botanical Decorating Company.....	51
Campbell Art Company.....	43
Chicago Display Managers' School.....	47
Chicago Mat Board Company.....	5
Compo-Board	2
Curtis-Leger Fixture Company.....	Back Cover
Daily, Bert L.....	59
Detroit School of Lettering.....	53
"Draping Book"	64
Eberhard, Joseph F., & Son.....	62
Economist Training School.....	45
Feldman, Leo A., Fixture Co.....	53
George, Ross F.....	61
Great Western Fixture Works.....	5
Gumbinner, Sam E.....	63
"Hardware Window Dressing".....	60-65
Hartwig, Joseph, Co.....	53
How to Get Trade.....	65
Hurlock Bros. Co.....	61
Illinois Show Case Works.....	5
Irabar Company	63
Johnston, J. W.....	55
Johns-Manville, H. W., Co.....	Inside Front Cover
Kawneer Mfg. Co.....	3
Kempf, Van Dresser Co.....	44
Koester School, The.....	39
Lyons, Hugh, & Co.....	2
Melzer, S. M., Co.....	49
Moore, Wm. N.....	61
National Card Mat and Board Co.....	61
Newman Mfg. Co.....	6
Newton Automatic Shading Pen Co.....	61
Northwestern Compo-Board Co.....	2
Norwich Nickel & Brass Co.....	Inside Front Cover
Ohio Suspender Co.....	60
Ornamental Products Co.....	59
Paasche Air Brush Co.....	59
Palmenberg's, J. R., Sons.....	51
Piqua Bracket Co.....	6
Quincy Show Case Works.....	6
Rice Leaders of the World Assn.....	41
"Sales Plans"	60-65
Schack Artificial Flower Co.....	7
"Show Window Backgrounds".....	60
Sketches of Backgrounds.....	64
Smith, Winfield H.....	61
"Store Management" Complete.....	00
"Strong's Book of Designs".....	00
Thayer & Chandler (Fountain Air Brush).....	62
Wants, For Sale, etc.....	63
Welch Mfg. Co.....	8
Wilmarth Show Case Co.....	8
Window Decorative Works.....	49
Wold Air Brush Art Shop.....	61

KOESTER SCHOOL BOOK OF DRAPING

A Complete Treatise on Draping in all its Branches

Nearly 500 pages illustrated with over 1000 drawings and photographs

By Geo. J. Cowan, Will H. Bates, Albert A. Koester, and scores of others of the best informed men on draping in the country.

This Book Contains Instruction on the Following:

Early History of Draping
How to Handle Goods
Color Combinations in Draping
Displaying Wash Goods
Examples of Early Drapes
Complete Window of Early Drapes
Later Examples of Early Drapes
37 Lessons in Draping
Cylinder Drape
Slab Drape
Novel Drapes
Mummy Drapes
Box Drape
Louis XVI. Drape
Wall Drapes
Complete Wall Drape Windows
Bolt Drapes

Furniture as Draping Fixtures
Vase and Basket Drapes
Flower Drapes
Use of Accessories
Drapes for Tailors
Draping on Forms
Early Shell Form Draping
Finishes for Tops
Directoire Shell Form Drapes
Hipless Drapes
Panier Drapes
Full Form Drapes
Sheath Drape
Directoire
Miscellaneous Form Drapes
Arm Form Drape
Three Forms in One
Mermaid Drapes
Evening Gown Drapes
Comic Draping

Panier Drapes
Flanellette Drapes
Children's Form Drapes
Wax Figure Drapes
Waist Form Drapes
Skirt Form Drapes
Live Model Drapes
The Evolution of a Drape
Small Town Drapes
How to Lay Out Complete Windows
Background Draping
Interior Draping
German Drapes
English Drapes
Australian Drapes
Danish Drapes
Japanese Drapes
Over 100 Complete Windows
Fashion Doll Drapes



By

GEO. J. COWAN and WILL H. BATES

Over 1000 Drapes

This Book is invaluable not only to every window trimmer, but to every merchant and dress goods man who is interested in greater sales of yard goods.

The Dress Goods Man Needs This Book Too

It shows the dress goods man how to drape all yard goods in the window, on the counter and in the store interior. Where the dress goods man is responsible for the appearance of his stock, he will find this book a wonderful help.

This is the only book published on this subject in the world. You can't afford to be without it, if you are at all interested in the sale and display of yard goods.

Printed on fine calendered stock, with some of the illustrations printed in two colors. It is substantially bound in maroon silk with white poster cover design. Nearly 500 pages and 1,000 illustrations.

Sent Prepaid Upon Receipt of \$3.00

Book Dept.

The Merchants Record Co., 431 S. Dearborn St., Chicago



THIS book has taken a great stride in advance of all other books, because it takes up in consecutive order every medium used for making show cards, and gives complete information on the medium, complete sets of alphabets made by this medium and sets of completed cards.

Faust's Book contains 63 Instruction Plates, 72 Full Page Designs, more than 100 Alphabets, 32 Sets of Numerals, 163 Examples of Show Cards, 110 Illustrations of Brush Work, Numerous Illustrations of the work of the different Pens, Air Brush, etc., etc. Show Cards by Experts for all seasons of the year.

The book opens on the end, as per illustration above, it is 6x10 inches in size and contains 112 pages. Paper cover, (imitation leather), \$1.25. Heavy board cover, bound in silk cloth, \$1.75. Sent postpaid to any address upon receipt of price.

MERCHANTS RECORD CO.

Book Dept.

431 S. Dearborn St., Chicago

Plan Your Spring Windows from This Portfolio



Twenty-two Full Page Drawings fully described

By M. P. Staulcup

Practical and Economical Decorations

Price Only \$1.00 Postpaid

Book Dept.

The Merchants Record Company
431 SO. DEARBORN ST. CHICAGO

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Free

{ 100 Displays of Women's Ready to Wear.
100 Good Men's Wear Displays.
100 Good Holiday Displays.
Outdoor Decorations.
100 Good Alphabets for Show Cards.

Any **one** of these five New Books sent **free**
on payment of your subscription.

**Deduct
50c**

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Sales Plans..... 2.50
Hardware Window Dressing. 2.50
The Card Writer's Charts..... 1.50

Select any **one** of these books and add price
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Faust's Complete Card Writer..... 1.25
Modern Show Card Lettering, Thompson 1.00
Modern Painters Cyclopedia..... 1.50
A Show at Sho' Cards, Atkinson..... 3.00
Show Window Backgrounds, Cowan... 1.50
Koester School Book of Draping..... 3.00
Retail Advertising, Complete, Farrington 1.00
Store Management, Complete, Farrington 1.00
Successful Retail Advertising..... 2.00

SENT POSTPAID ON RECEIPT OF PRICE.

THE MERCHANTS RECORD CO., CHICAGO



Special Valance No. S.K.

Attractive Valances

will add more beauty, distinctiveness and "pull" to your window displays than any other feature. Our Folder of Valance Designs illustrates in ACTUAL COLORS many beautiful patterns at prices you can well afford to pay.

We will send you a complete set if you will furnish us with information listed below.

Furnish us with rough floor plan of your store front, showing relative position of windows and width across front glass of each.

Height of transom glass.

Height of window glass.

Width of transom bar.

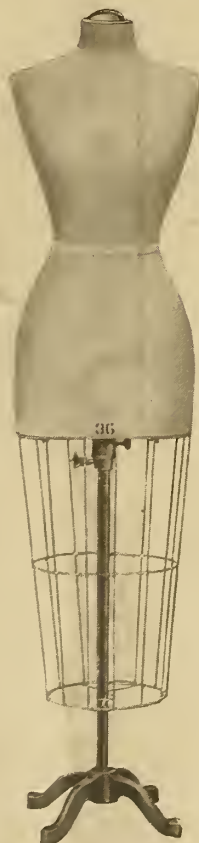
Height of bulkhead.

Is ceiling of window at transom bar or full height of store?

Are window reflectors installed at transom bar or ceiling?

If painted signs are used on window glass, give position of same.

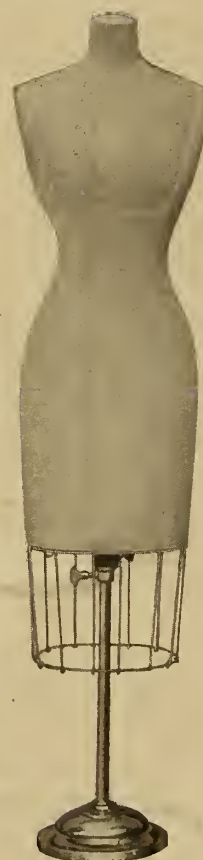
If you use special monogram, trade-mark or emblem, forward illustration of same, if possible.



No. 1829



No. 1750



No. 2176

No. 1750 waist form has satin finished enamel neck, bust and arms and white sateen covered body. Mounted on extensible standard and heavy base.

No. 1829 dress and suit form has black or white jersey covered body, tapered wire skirt, and is mounted on extensible standard and japanned base.

No. 2176 is a beautiful form for high grade gowns, etc. Neck and bust are finished in flesh colored satin finish enamel and balance of form is covered with white sateen. Fitted with extensible standard and 10½ inch base in any finish.

WRITE FOR CATALOGS AND PRICES

CURTIS-LEGER FICTURE CO.

237 West Jackson Boulevard
CHICAGO, ILLINOIS

MERCHANTS RECORD AND SHOW WINDOW



Ye Olde Time Store

CHICAGO

Sell Your Money For Its Full Worth

Know what you want and see that you get what you pay for.



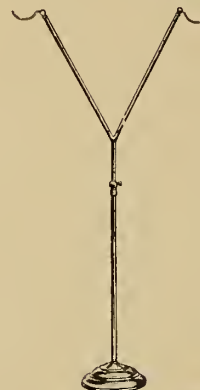
No. 255

BUY NORWICH FIXTURES

We know that we have the goods that will save you money and that will enable you to make displays that pull. It will be to our mutual advantage if you let us prove our claims "to you."

Our Catalog Is Free

Don't you want one? We want you to have it. Better drop us a postal today.



The Norwich Nickel & Brass Co.
NORWICH, CONN.

New York
712 Broadway

—Salesrooms—

Boston
26 Kingston St.



The "Spring Line" of America's Representative Merchants Will Be Displayed by Frink and J-M Linolite Systems of Lighting

Most people who will buy your Spring line will look it over first. Why not let more people see it than ever—see it at its best? Then notice the difference on the sales sheet at the end of the season.

In Spring, evening promenading becomes a general pleasure. The weather invites people out-of-doors, the bright streets direct them to certain localities, and the bright show windows to certain shops.

Will your window extend this invitation?

Here is an opportunity to install a system that is primarily designed for show windows. A system that insures perfect, shadowless, brilliant illumination at reasonable cost. A system that has been installed in the most representative shops in the country, in which list your store properly belongs.

The question is—are you interested in making a com-

paratively small initial expenditure to have your goods in the public eye for 18 hours a day?

Are you willing to make impressions on customers and prospects while others are waiting for tomorrow? If this sounds like good Spring business logic, ask us particulars by writing our nearest branch.

A few of the many stores where this system is used—

Lord & Taylor's, New York; Emporium, San Francisco, Cal.; Kaufmann's, the "Big Store" Pittsburgh, Pa.; Gwynne Building, Cincinnati, Ohio; Kauffmann-Baer Co., Pittsburgh, Pa.

H. W. JOHNS-MANVILLE CO.

SOLE SELLING AGENTS FOR FRINK PRODUCTS

Atlanta
Baltimore
Boston
Buffalo
Chicago

Cincinnati
Cleveland
Columbus
Denver
Detroit

Galveston
Indianapolis
Kansas City
Los Angeles
Louisville



Memphis
Milwaukee
Minneapolis
Newark
New Orleans

New York
Omaha
Philadelphia
Pittsburgh
Portland

St. Louis
Salt Lake City
San Francisco
Seattle
Toledo

Toronto

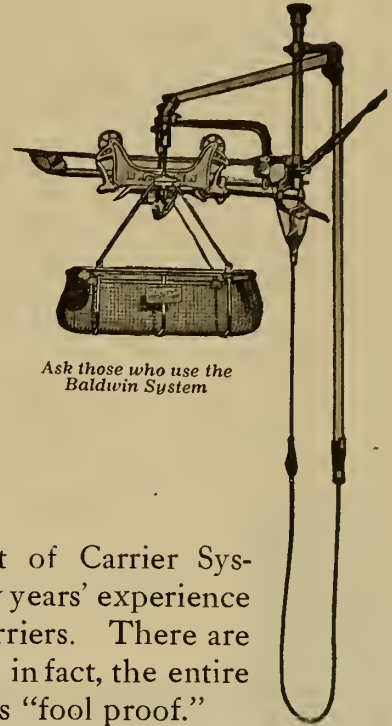
THE CANADIAN H. W. JOHNS-MANVILLE CO., LIMITED
Montreal

Winnipeg

Vancouver
3091

YOU HAVE TO LIVE

with your Clerks and Carrier System and it is well to have both working smoothly and harmoniously, in order to give your customers quick service, which is demanded in these days of keen competition.



Ask those who use the Baldwin System

The Baldwin Flyer CASH AND PACKAGE CARRIER

is the highest development of Carrier Systems; a result of over twenty years' experience specializing on wire-line carriers. There are no parts to get out of order, in fact, the entire construction is so simple it is "fool proof."



Our Over-Shoot

operates to the second floor into the most remote corner, as it will turn a curve after it gets up there, if necessary; can be sent with great speed easily, and is noiseless.

Our Up-Shoot

is the reverse of our over-shoot. These are the only **successful** carriers of their kind and require no added expense for power.

It is the greatest advance in carrier construction in years and when equipped with our

Ball-Bearing Wheels

and "no tear" rim Baskets you will have a system with no "come backs."

Baldwin ball-bearing wheels are made right—no oil is required, nothing to damage goods and collect dust.

Investigate the most important part of your store equipment

Do your carriers need overhauling? See what Baldwin can do for you on an exchange. Don't be bothered with defective store service. Baldwin Carriers will give you absolutely the most perfect service possible to obtain.

Write us today

See our latest improvements

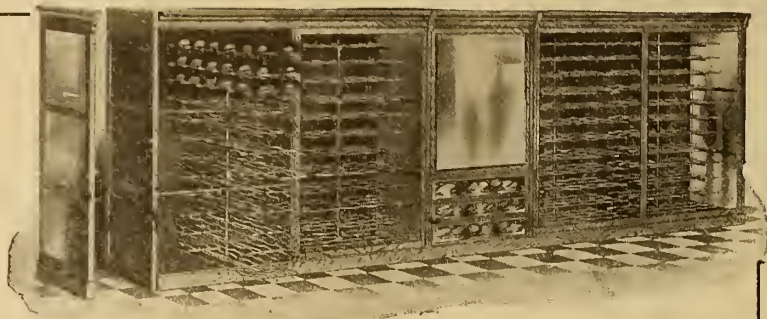
James L. Baldwin Carrier Co.

352 W. Madison St., Chicago

One Block East of New Northwestern Railroad Station

Agents in the Principal Cities—Address Home Office

Better Store Furniture— WHY?



Illinois Hat Wall Cabinet

Because the dear G. P. (General Public) are not exactly falling over themselves for a chance to spend money.

And our B. C. (big competitors) are not fast asleep—nor indifferent about making a favorable impression

Illinois Out-door Case



Because your store is judged by *its* appearance, just as your salesmen are judged by **THEIRS**.

Illinois Clothing Cases
Illinois Out Door Cases
Illinois Hat Wall Cabinets

And Illinois Cases display merchandise conspicuously—keep it dust-free and shapely—and permit of instant accessibility.

WHAT THEN?—Send today for our catalog. See the many practical cases we illustrate. Get our keen prices and terms. Make your store modern, even if you must do it "a case at a time." But start **NOW**.

Illinois Show Case Works 1729-37 No. Ashland Ave.
CHICAGO

Have Some of Your Merchandise Out On Display All the Time



No. 578—Made of the best papier-mache, finished with the most beautiful flesh colored enamel covering the entire bust, neck and arms. The waist is finished with a white sateen cover and trimmed with a velveteen belt. The form is mounted on a heavy 7-in. square base with a cast sub-base with feet. Price, complete \$8.50

You will find in the **LYONS'** catalogues, display fixtures and forms for correctly showing any item that is ever carried in a store.

Shirt Waist Displayers

We show herewith two items in our complete line of forms and fixtures for displaying shirt waists.

These are fixtures you can use during the coming months. No matter how well you think you are provided in this respect, you can use a few of our forms and at least one No. 949 Shirt Waist Rack.

We Manufacture Everything in Metal and Wood Display Fixtures, Papier Mache Forms, Wax Figures, Clothing Cabinets, Triplicate Mirrors, Window Dividers, Store Stools, Show Cases, Outside Display Cases, Etc.

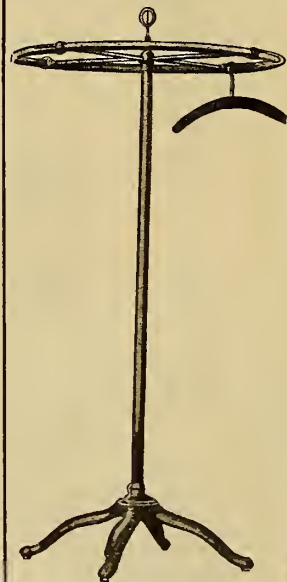
Write for Catalogues and Prices

HUGH LYONS & CO.
802 East South Street, Lansing, Mich.

New York Salesroom
35 W. 32nd Street

Chicago Salesroom
313 Jackson Blvd.

Have you received your copy of latest issue of "COMPLETE DISPLAY" our beautiful new magazine?



This Shirt Waist Display Rack is the newest addition to our line. The top circle revolves on the standard and will hold 50 Shirt Waists.

We make a special hanger for use with this rack which keep the waists in excellent condition.

Price, No. 949, complete..... \$6.50
Special Hangers, per 100..... 3.50



A Daylighted Store Is a "Trade Mark" for Satisfactory Shopping

Merchants can no more underestimate the value of Daylight than they can good merchandise. Each represents value of its own kind. To do satisfactory business one must handle good merchandise—and *natural Daylight* helps the merchants display their merchandise to the best advantage.

The most expensive and time-wasting act of a merchant or clerk is to lead a customer to the front of the store in order to get Daylight on the merchandise.

LUXFER eliminates all this unnecessary work by flooding your store with Daylight and making every part of the store a "Daylight Matching Corner".

LUXFER will give to any store that snappy businesslike and aggressive appearance. While it beautifies a store it cannot be considered a luxury—since its main asset is the service of Daylight.

Its installation cannot be in any way considered an expense as the amount of service in the reduction of artificial light bills will more than pay for the installation in a short time.

LUXFER for basements, transoms, skylights, floorlights, etc., will solve all your daylighting problems. Let us tell you how it can benefit you. We will be glad to offer any suggestions that you may want.—WRITE,

AMERICAN Luxfer Prism COMPANY

CHICAGO, Heyworth Bldg.
BOSTON, 49 Federal St.
CLEVELAND, 419-20 Citizens' Bldg.
DETROIT, Builders' Exchange.

DULUTH, 310 W. Michigan St.
KANSAS CITY, N. Y. Life Bldg.
MILWAUKEE, Stroh Bldg.

NEW YORK, 507 W. Broadway
NEW ORLEANS, 904 Hennen Bldg.
PHILADELPHIA, 411 Walnut St.

ROCHESTER, 38 Exchange St.
DALLAS, Builders' Exchange
SAN FRANCISCO, 445-47 Turk St.
LOS ANGELES, 928 S. Main St.

Only the In-Coming Foot-Steps Pay Profits

HOW MANY people pass your Store every hour? What percentage are sufficiently interested to enter? That's the thing—the in-coming foot-steps are the only ones that produce dividends. Big rentals are paid to get into the path of the greatest number of people and it is money well spent if you can attract a fair percentage of those passers-by.

Has there ever been a time in your entire business career when a good KAWNEER FRONT could boost your business as now?

If you doubt the ability of KAWNEER FRONTS to increase business, ask some

of the Merchants who have adopted them. They will tell you what percentage of increase in business resulted from the changes in Fronts. Let us give you the names of KAWNEER users near you so you can investigate. We advise you to investigate—get together all the information possible, then your decision becomes more or less a matter of arithmetic. For a thousand-dollar KAWNEER FRONT to pay for itself in ten years, your gross business will have to be increased only \$1.09

per day. Don't you know that you can increase your business more than that with a new Front?

Kawneer

STORE FRONTS

STORE FRONT BOOK

To be of greatest help to you we have compiled "Boosting Business No. 14"—a book on Store Fronts with photographs of actual Fronts and suggestions that will be of interest to you. This book shows what other Merchants have done and will help you decide. Don't risk the amount of money it requires to install a new Front when a mere request will bring this authentic book on Store Fronts. It is neither a book on window trimming nor a picture book for your errand boy, but a dignified, authentic book on Store Fronts to help you.

Kawneer

Manufacturing Company

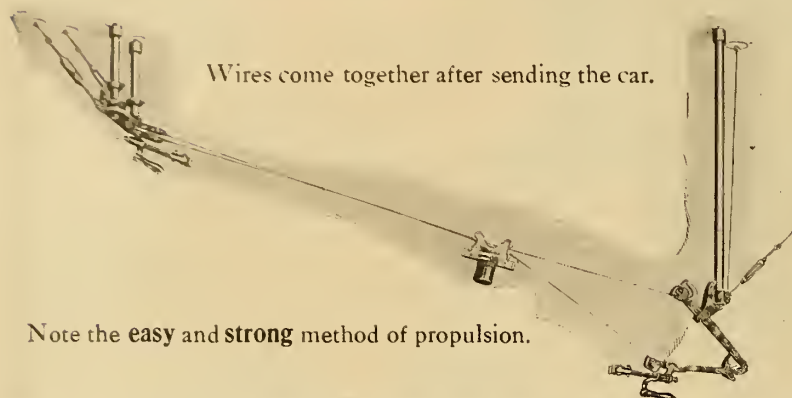
Factories:
Niles, Mich.
Berkeley, Cal.
Guelph, Ont.

Francis J. Plym, President
Dept. E. 142 Factory St., Niles, Michigan

We have
a branch
near you

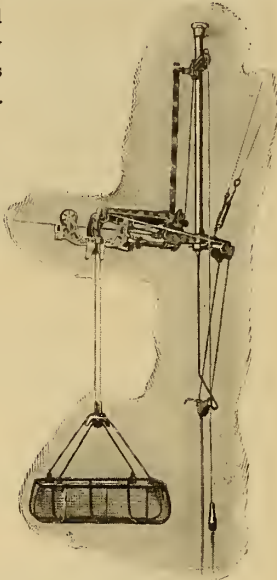
GREAT REDUCTION IN PRICES

For A Limited Time, To More Quickly Introduce the Latest and Most Improved
Cash and Package Carriers



There is a Gipe Carrier to meet every possible requirement; no store too large, none too small to be successfully and economically equipped with this improved system.

THE ONLY
SYSTEM
which
COMPLETELY
Fills the bill.



The Gipe Store Service Sales Co., 715 Medinah Bldg., Chicago, Ills.

Chicago, Feb. 8th, 1915

Gentlemen:—We feel that we cannot speak too highly of the 18 "Gipe" Cash and Package Carriers that were installed by your company.

We have used them for over four months and we feel that the Gipe system is unquestionably the last word of store perfection for appearance and efficiency of service.

Yours very truly, DIEDEN BROS., Lincoln and Western Aves., Chicago

Gipe Store Service Sales Co., Medinah Bldg., Chicago

Chicago, January 23rd, 1915

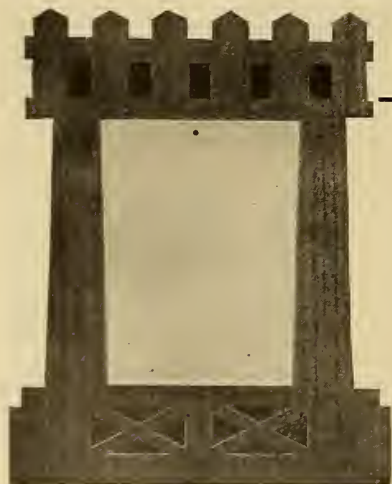
Gentlemen:—We have used your cash carriers for six months and have found them very efficient. The writer has had occasion so use other cash carriers, which caused more or less petty annoyances, none of which are found with the use of the "GIPE" System.

Yours truly, PETERSEN FURNITURE CO., 1046-56 Belmont Ave., Chicago

Every Carrier Fully Guaranteed.

GET OUR PRICES and you will adopt the right system.

Gipe Store Service Sales Company 715 Medinah Building Chicago, Ills.



Crescent Window Cards

Changeable Panels

Beveled Edges
Heavy Board

No. W 5—Green Japanese Veneer Frame
White Cloud Panel—Red Background
Size 19½x24

Attractive Colored Cards for All Occasions

A selection of assorted colored boards from our line always put the window trimmer in position to have a popular tinted card for all occasions, to furnish the desired effect for an attractive window. All weights and finishes.

Send for New Sample Book and
Circular No. 18A

Chicago Mat Board Company

Manufacturers

664-666 Washington Blvd.

CHICAGO

::

U. S. A.

Put Your Store in Order

Your merchandise cannot be properly taken care of, nor displayed correctly if crowded.



Blaine's Adjustable Shelf Brackets

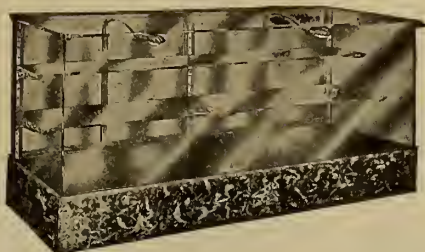
pay for themselves almost before they are installed in any modern store, because our brackets provide for fully 30% more shelf room and add from 100% up in increased attractiveness.

The shelves are adjustable to any required height and you can have the shelves as long and deep as you desire.

Write for particulars

Piqua Bracket Co., Piqua, Ohio

Is Your Store "Quincy Equipped?"



"Quincy Equipped" means that a store is prepared to give its patrons the highest possible quality of service.

With us it is a matter of personal pride that many of the most progressive stores in this country are Quincy equipped. Their success, in part, at least, is due to the fact that

Quincy Special Show Cases

display goods to maximum advantage and reduce selling effort to a minimum.

Matters of merchandise display are our particular specialty. We make store fixtures to meet the varied requirements of retail stores in the biggest cities and the smallest towns.

Send for Catalogue 22, telling the story of the "Quincy Specials."

Quincy Show Case Works Quincy, Illinois

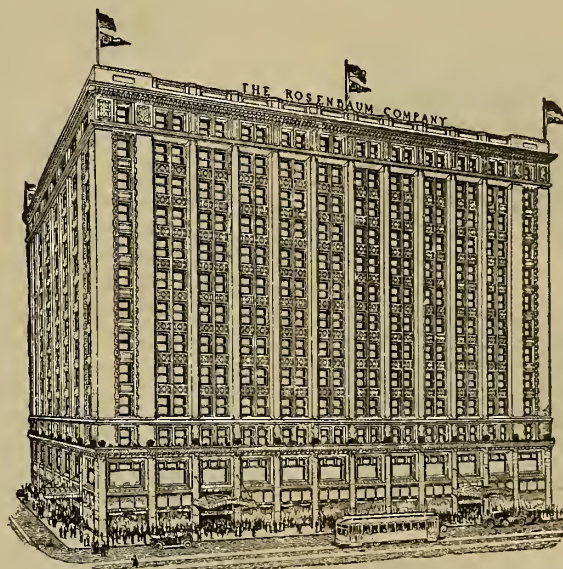
Pittsburgh, Pa., 949 Pennsylvania Ave.
Jacksonville, Fla., 116-118 E. Forsyth St.
Wichita, Kans., 301 Beacon Bldg.
Oklahoma City, Okla., 208 N. Robinson Ave



This Booklet

will interest every DISPLAY MAN and STORE MANAGER. It covers thoroughly, in a simple, practical way, this important subject. Fully illustrated, showing effects of different forms of lighting. You will READ it—you will FILE it for reference.

A Copy on Request



The Rosenbaum Co., Pittsburgh

one of the latest modern and up-to-date department stores, after thorough and exhaustive tests, selected from all others, "PITTSBURGH" REFLECTORS for their 26 windows. As an example of lighting, these windows are unexcelled, if not unequalled, in the world.

PITTSBURGH REFLECTOR & ILLUMINATING CO.

3117-3119 Penn Ave.
PITTSBURGH, PA.



SCHACK'S Floral Parade Book

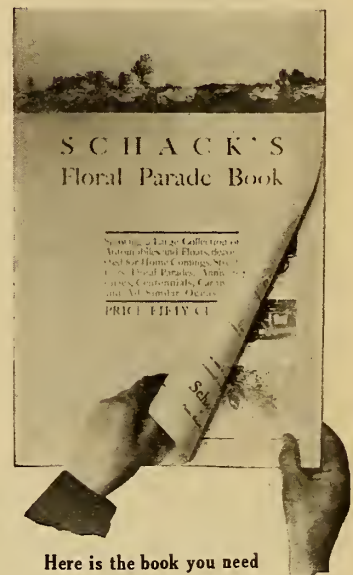
The greatest book ever published on the subject of decorated vehicles of all kinds for floral parades. If you have not received a copy, send for it at once. It tells all there is to know about parade decorating.

400 BEAUTIFUL ILLUSTRATIONS

The largest and best collection that has ever been made of decorated autos, floats, carriages, etc. Many of them are prize winners.

This book is indispensable to the parade decorator. It contains hundreds of ideas that can be found nowhere else. Fine, clear pictures with descriptions and all necessary information.

It cost thousands of dollars to produce this book, but we will gladly send it free to you.



Here is the book you need

The Only Book of Its Kind in the World

Schack's Floral Parade Book is the only one of its kind that has ever been published. It contains many times more pictures than have appeared in all other similar books combined. There are illustrations of decorated vehicles of every description from the largest motor truck to the smallest pony cart. No matter whether you wish to spend much or little money on your decorations, this book will show you how to spend it to the best advantage.

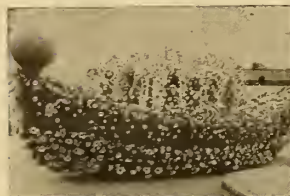
The best decorators in the country have contributed their ideas to make Schack's Floral Parade Book an encyclopedia of ideas and practical information on every branch of parade decorating.

Schack's Artificial Flowers

Discriminating decorators who appreciate quality and who understand real values have found that Schack Flowers are the best for all-round decorative use, whether in the show window or for parade work. They cost only half as much as cloth flowers and serve their purpose just as well.

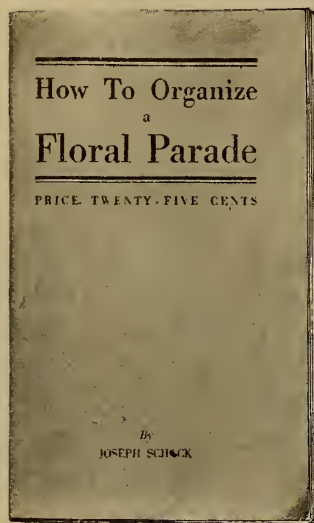
Schack's Excellor and Flowers have won more prizes in Parades than those of all other makers combined

The Schack Artificial Flower Co.
1739-41 Milwaukee Ave. CHICAGO





How to Organize a Floral Parade



This is a book of 32 pages that tells all there is to know about organizing a Floral Parade. It tells how to start the movement—how to appoint the committees—how to classify the cars—how to collect the money—how to line up the parade, and every other detail from start to finish. This book is based upon years of practical experience and will prove of the greatest value to every one interested in Floral Parades. By following the simple instructions any one can get up a parade—and what is more important—make a big success of it.

How to Organize a Floral Parade

Will be sent free. Send for it now and get a parade started. It will mean more money for every decorator and more business for every merchant in town.

Schack's Excello Is the Only Genuine

Schack's Original Excello is wonderfully superior to the cheap imitations that are offered. You have only to compare Excello with others to see the difference and realize that there is only one Excello. Do not be deceived by pictures or similar names which are used only to benefit from the reputation that has been earned by Schack's Excello.

Send now for "Schack's Floral Parade Book" and "How to Organize a Floral Parade." There is money in these books—for you.



This is Excello, Patented May 9, 1911, No. 992068, the original floral sheeting invented by Jos. Schack. All others are imitations.



The Schack Artificial Flower Co.
1739-41 Milwaukee Ave. CHICAGO



Put Welch-Wilmarth Unit Fixtures in NOW *When the store of the present grows into the store of your plans* **They'll Move**

There will be no sacrifice—they'll go in unit sections.

And meanwhile—they will help you realize the big store—they'll earn it for you so much faster than your old equipment can that you will count it the best "buy" you ever made.

The Welch-Wilmarth System includes everything in the fixture line—Wall and Floor Cabinets, Interchangeable Units, Display Cases—and our Designing Department shows *how* and *why* and *where* to place them—at your service *always*.

Detailed information for the asking.

Wilmarth Show Case Co.

1524 Jefferson Ave.

Grand Rapids, Michigan

(Wardrobes licensed under Smith Patents)

New York—20 West 30th St.
 Chicago—233 W. Jackson
 Des Moines—Shops Bldg.

San Francisco—515 Market St.
 St. Louis—1118 Washington Ave.

Welch Mfg. Co.

7 Lyons Street

Minneapolis—24 N. Fourth St.
 Pittsburgh—406 House Bldg.
 Boston—21 Columbia St.

Made In Grand Rapids

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XXXVI
NUMBER 5

MAY, 1915

Single Copies
Twenty-Five Cents

NATIONALLY ADVERTISED GOODS

HOW A BIG NORTHWESTERN STORE CONDUCTED AN EXPOSITION AND SALE THAT DREW THROGS OF INTERESTED VISITORS—WINDOW DISPLAYS PLAY IMPORTANT PART IN SCHEME

NATIONAL ADVERTISING produces sales for the retailer. That is a proposition as to which there can be no debating. The wide publicity given to various products through popular publications reaching every corner of the country, serves to keep these favored products moving rapidly from retailer to consumer. Nevertheless, there has been for years a general fling among progressive retailers that there should be quicker and more effective ways of "cashing in" upon national publicity than through the natural course of supply and demand. And so, in the past, there have been various more or less carefully planned schemes whereby retailers might co-operate more closely with manufacturers to push sales through window displays and local newspaper advertising. Some of these plans have worked out satisfactorily while others have been less successful. The most conspicuously successful campaign of the kind that has come to the notice of the writer was conducted by the New England Furniture & Carpet Co., of Minneapolis, during the first two weeks of last April. The great success of the affair was due largely to the thoroughness with which it was planned and prepared for by Arthur W. Lindblom, the display manager and sales captain, in conjunction with the managing and advertising department of this big store.

For a number of years Mr. Lindblom has been studying advertising and display possibilities and making experiments along co-operative lines with manufacturers of various products carried in stock by the New England. In these experiments he has met with ready and capable co-operation from the

management, advertising department and sales force of the New England. At various times during the past few years highly successful sales of stoves, washing machines, refrigerators, rugs, etc., have been engineered by Mr. Lindblom through securing the assistance of manufacturers in making special window and interior displays in combination with good newspaper publicity, and these events have naturally led up to the big "Two Weeks' Demonstration and Sale of Nationally Advertised Housefurnishing Merchandise" held last month.

The New England carries a remarkably large and complete line of general housefurnishing goods and for the past two years has been establishing the soundest possible relations with manufacturers of nationally advertised merchandise, with the view of conducting co-operative sales from time to time. The result of the first co-operative sale was such a notable success both from the viewpoint of the New England and that of the participating manufacturers that it has been decided to make it a yearly event under the name "Annual Exhibit and Sale of Nationally Advertised Housefurnishings."

Seventy-one national advertisers were represented and each had a separate and distinct space in the store, with demonstrators and expert salespeople to explain the goods. All of the nearly one-eighth of a mile of show windows were devoted to special displays and demonstrations. There were only two of the many window displays in which there were not practical demonstrations, and these were of floor coverings. A number of the more notable of the window displays are illustrated and described here and it is only to be regretted that all could not be shown as every one was an exceptionally good example of advertising window display.

Newspaper announcements were made several weeks prior to the opening of the exhibit, the first one appearing on March 3. This was followed by



A GENERAL VIEW OF THE EXTERIOR DECORATIONS OF THE NEW ENGLAND.

others with more explicit details calculated to arouse public interest. On March 28, the Sunday preceding the opening, there appeared in the local newspapers a full page from which we have made a miniature reproduction. The heading of this ad showed the current covers of practically all of the leading periodicals carrying national advertising. Down the middle of the page was a list of the exhibitors and some interesting details concerning the exhibits. Mr. Lindblom connected up this page advertisement with a "general publicity" window display, a small picture of which is shown. The purpose of this display, which was in one of the most prominent windows, was to show at a glance the scope and meaning of the entire event. The background was a big painting of the Capitol at Washington. Around the picture was a border

made of the leading monthly and weekly publications of national circulation. In the foreground was a miscellaneous display of nationally advertised goods including cameras, rugs, percolators, cooking utensils, stoves, fireless cookers, lawn mowers, paints, vacuum bottles, etc. In this window was a large cut-out figure of Uncle Sam holding a sign reading "First Annual Exhibit Nationally Advertised Housefurnishing Novelties and Staples." Figures of this kind varying in from one to six feet in height were used throughout the entire window frontage.

DEMONSTRATING KODAKS

A particularly interesting window was the one used to demonstrate kodaks. The sitting showed a farmyard scene. At the left was an old barn with a cow poking her nose out of the broken window.



A GROUP OF SPECIAL DEMONSTRATORS.



THIS IS THE WINDOW IN WHICH DAYLIGHT DEVELOPING WAS DEMONSTRATED.

The background showed a rural landscape in front of which was an old plank fence. There was a good deal more practical background scenery, including a pump, tubs, a rainwater barrel, etc. The floor was covered with sod. At the right was an old shack that served as the demonstrator's work-room. In it were various requisites of the photographic studio mixed indiscriminately with cooking utensils, etc. The chief feature of this display was a demonstration of developing films in daylight. The demonstrator would take photographs of the crowds outside the windows and develop and print them while the people waited. This window drew big crowds continuously.

The picture showing the window demonstration of the "Kelly Comfort Chair" is practically self-explanatory. The demonstrator occupied the chair and showed clearly how the angles of the chair are automatically changed from a sitting to a lying down posture by the simple pressure of a button.

The little picture of the Way-Sagless will re-

quire a bit of explanation. The advertising phrase most frequently used by the manufacturer of this spring is: "Note that the contents will not roll together on the spring." To illustrate this phrase, in the regular demonstrations, a very portly gentleman lay along the rear side of the spring, while in front was a small child sharing part of the space with him, showing conclusively that there was no tendency to roll together. However, this window had to be photographed with a long time exposure, so for the purpose of making this picture the non-sagging properties of the spring were illustrated by lacing a ten-pound can of paint on one side and a one hundred-pound keg of nails on the other. This arrangement serves its purpose but is of course not so convincing as the living demonstrators. With the spring were shown pillows, mattresses, etc. The two flags and shield shown suspended in the middle of this display were used in most of the windows.

The long, narrow picture shows an impressive display of floor coverings. About one-half of this



THIS DEMONSTRATOR SHOWED THE WORKINGS OF AN EASY CHAIR.



AN IMMENSE DISPLAY OF RUGS AND CARPETS.

long space was devoted to Whittall's rugs and the remainder to Deltos rugs. These were the only window displays in which there were no active demonstrators.

The small picture gives some idea as to the character of the booths. These were uniform in the



SOME OF THE BOOTHS.

matter of decoration, signs, etc. In another picture are shown some of the many demonstrators who had charge of the various exhibits.

PRELIMINARY WORK

Naturally there was a vast amount of preliminary work necessary in lining up all of these exhibits and looking after the many important details. In this connection Mr. Lindblom did much traveling about the country. He called personally upon many of the manufacturers and, in a number of cases, went through the factories to make special selections of the merchandise to be used in these exhibits. He had to arrange for all of the factory demonstrators and other representatives to be on hand for two weeks; provided for suitable souvenirs, etc.



A GENERAL PUBLICITY DISPLAY.

In addition to the newspaper advertising, show cards were used in the store and windows for several weeks in advance of the event. The result of all this advertising was a big crowd on hand for the opening and it continued throughout the two weeks. For the purpose of accommodating

THIS NEWSPAPER, MONDAY, THIRDS, MARCH 28, 1916

FIRST ANNUAL NATIONAL EXHIBIT AND ADVERTISED SALE OF HOUSEFURNISHINGS

MARCH 28th TO APR. 10th

Our New Terms
\$50 Purchase
\$3 Down and
\$3 Per Month

"Way Sagless" Springs and "Never-spread" Mattresses
It is a common sense matter to get the best for the money. The "Way Sagless" and "Never-spread" mattresses are the best in the world. They are made of the finest materials and are guaranteed to last for years. They are also very comfortable and give a good night's sleep. They are sold at a special price for the first annual exhibit and advertised sale.

Something New
It is a common sense matter to get the best for the money. The "Way Sagless" and "Never-spread" mattresses are the best in the world. They are made of the finest materials and are guaranteed to last for years. They are also very comfortable and give a good night's sleep. They are sold at a special price for the first annual exhibit and advertised sale.

"Macey" Library Cases and Filing Devices
The "Macey" library cases and filing devices are the best in the world. They are made of the finest materials and are guaranteed to last for years. They are also very convenient and give a good night's sleep. They are sold at a special price for the first annual exhibit and advertised sale.

Our New Terms
\$100 Purchase
\$5 Down and
\$5 Per Month

"Detroit Jewel" Gas Ranges
The "Detroit Jewel" gas ranges are the best in the world. They are made of the finest materials and are guaranteed to last for years. They are also very convenient and give a good night's sleep. They are sold at a special price for the first annual exhibit and advertised sale.

"Macey" Ventilated Table Pad
The "Macey" ventilated table pad is the best in the world. It is made of the finest materials and is guaranteed to last for years. It is also very convenient and gives a good night's sleep. It is sold at a special price for the first annual exhibit and advertised sale.

First Annual Exhibit and Sale of Nationally Advertised House Furnishings
This is a special event for the first annual exhibit and advertised sale of house furnishings. It is a great opportunity for everyone to get the best for the money. The items are sold at a special price for the first annual exhibit and advertised sale.

Details of the Exhibit
The exhibit is held at the New England Store, located at the corner of Marquette Ave. and Front St. The exhibit is open from 10:00 A.M. to 6:00 P.M. every day from March 28th to April 10th. The items are sold at a special price for the first annual exhibit and advertised sale.

Two Special Evening Demonstrations
There are two special evening demonstrations on Wednesday and Friday evenings. The demonstrations are held from 7:00 P.M. to 9:00 P.M. The items are sold at a special price for the first annual exhibit and advertised sale.

THE NEW ENGLAND
MARQUETTE AVE. FROM 5th TO 6th STREETS

REDUCED FROM A NEWSPAPER PAGE.

those who could not be on hand in the daytime, the store was kept open on two Wednesday evenings and on these occasions, in addition to the regular attractions, there were two orchestras and a ladies'



SHOWING THE SAGLESS SPRING.

quartette. Cut flowers were given away in addition to the souvenirs distributed at the booths and all visitors were served with light refreshments.

The exterior view of the store gives some idea of the eighth of a mile frontage that Mr. Lindblom has to take care of. The cupolas on the store were brilliantly illuminated and could be seen for a long distance at night and the signs were read easily many blocks away. There were more than 5,000 yards of bunting used on the exterior of the building.

The results of this big undertaking were shown in many substantial and satisfactory ways. Natur-

ally many new customers were brought to the store and the sales resulting from the clever displays combined with scientific demonstrations won many new customers. Nor did the stimulus die away after the event was over. A real interest in the demonstrated articles was developed and many who were not prepared to buy during the exhibition have since become customers. The management of the New England was so pleased that it has been decided definitely to make it an annual affair. The manufacturers who participated were all fully convinced of the desirability of intelligent co-operation on the part of the retailer.



Plates Nos. 9161-2-3—Bridal Displays by J. H. Roy for the Paquet Co., Ltd., Quebec, Canada.

Here are shown three of a series of eight windows dressed for a June bride display. The window at the left above is 7x12 feet. The decorative effect consisted of a pergola treatment trimmed with pink roses and a profusion of green foliage. The walls were covered with silk plush curtains. The bride's dress was draped without cutting the materials. She was posed with a bouquet and was followed by the maid of honor and two bridesmaids. In front were two small flower girls. The other small picture shows a continuation of the display at the left. The decorative treatment was the same and the merchandise shown

consisted of materials for the bride's dress. Note the cupids holding the goods. The larger picture illustrates a dining room scene with a painted background. In the middle was a dining room table upon which was a bridal bouquet, a wedding cake, etc. Pink roses were also used here in connection with rich foliage. This is an unusually large window. The other windows of this series were treated in the same general way with pink roses. The merchandise consisted of presents, lingerie, traveling goods, etc. The effect of these displays was very satisfactory.



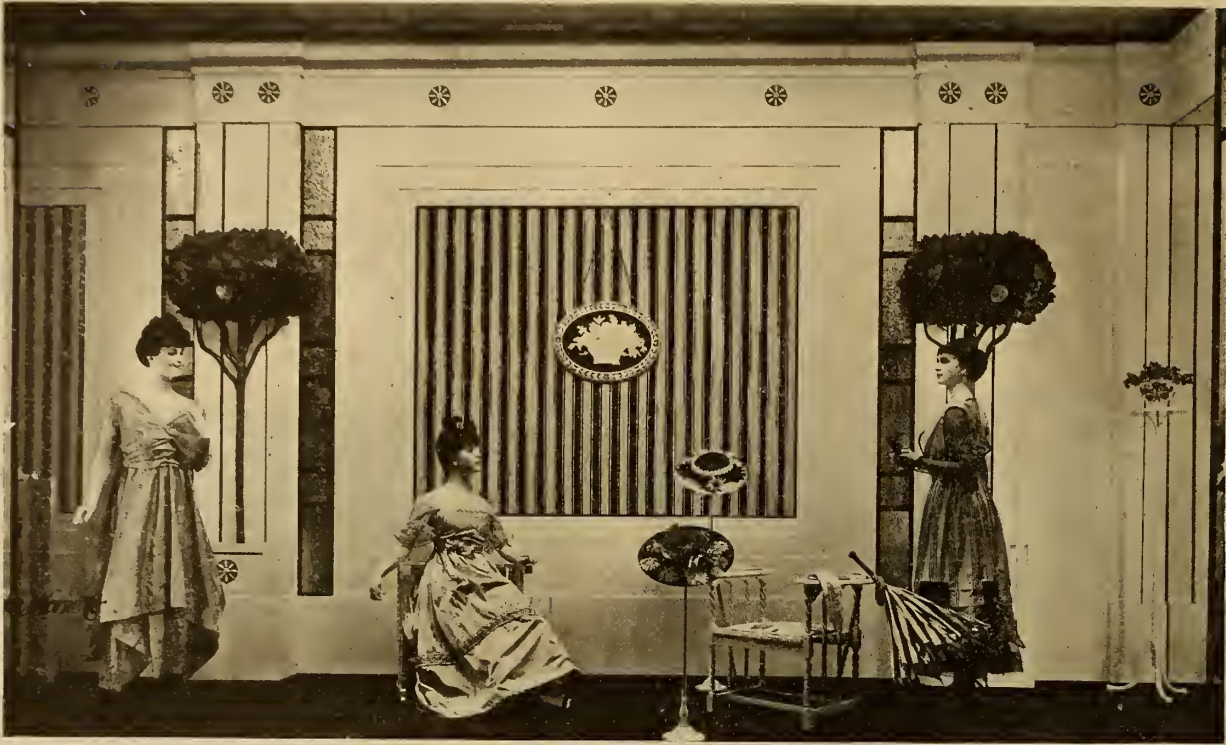


Plate No. 9164—A Fashion Showing by E. M. McCartney for Joseph Horne Co., Pittsburgh, Pa.

Above is shown one of a number of windows treated in the same striking style in black and white. The architectural details were handled with extreme simplicity and but little embellishment. As either side of the central

striped panel was a plain column in front of which was built a tub from which a rose tree extended up to a height of about seven feet. The floor was covered with plain black.

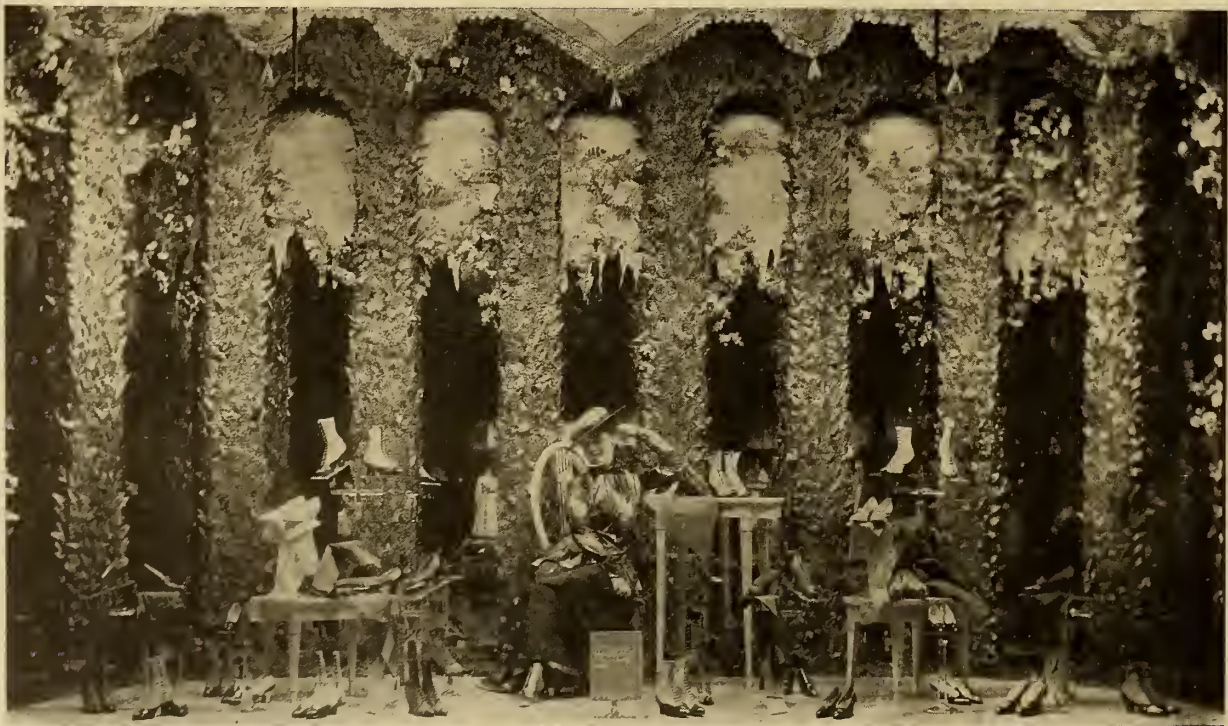


Plate No. 9165—A Shoe Display by Harry Jones for Mandel Brothers, Chicago.

Here is shown a display that attracted much notice on account of its many unusual features. The background treatment was a series of closely placed columns covered

with foliage and arched at the top. The space above the mirrors was filled in which painted foliage on cloth having a roughly scissored fringe at the bottom.



Plate No. 9166—A Black and White Display by E. M. McCartney for Joseph Horne Co., Pittsburgh, Pa.

This was a remarkably rich setting handled to give the effect of a reception hall. The walls were in tones of pale grey. The paintings at the tops of the panels showed

spring blossoms with a backing of silver and gold. The draperies were black trimmed with gold and silver. The posing of the figures is especially well handled.



Plate No. 9167—A Black and White Display by C. R. Morgenthauer for Newman's, Joplin, Mo.

Everything in this window was in black and white, even including the foliage, and the effect was striking to a high degree. The background was finished in black and white stone effect. The floor was covered with black and

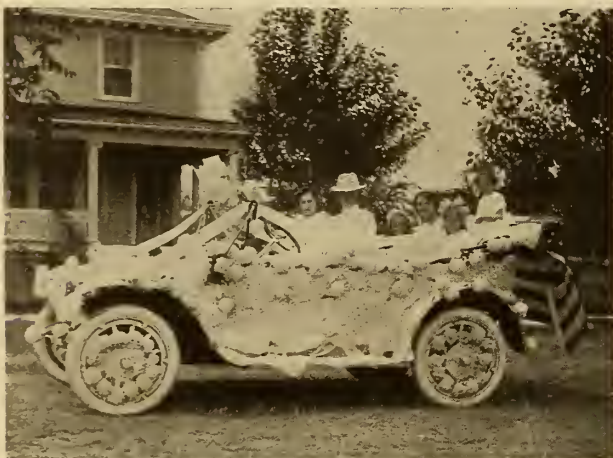
white paper, which has the general appearance of velour and this made an exceptionally rich covering. The merchandise was all in the same colors. This window resulted in surprisingly large sales.



This car was decorated by Earl Wolf of Loudonville, O., and won first prize in a homecoming and centennial parade. Purple chrysanthemums were used all over the car and above the top was built a sort of arch to carry the sign. A number of alarm clocks were used on the front of the car in place of lamps.



A car decorated by the Mack Auto Co. of Reno, Nev., which won first prize. The body was covered solidly with white floral sheeting and over this Japanese wistaria was arranged. In front were a lot of white doves which were driven by a large white Teddy-bear seated upon the curved canopy that overhung the car.



This car was trimmed by Wilson & Wilson of Hot Springs, S. D., and won first prize in a big parade held in that city last year. White floral sheeting was used for the body of the car and chrysanthemums were used as a trimming. At either corner of the wind shield was placed a white dove. Wide white ribbons were also used.



Here is shown a small car decorated for Mrs. Edward Sayforth for a parade held in McKeesport, Pa. The main body of the decoration was floral sheeting and this was trimmed with pink roses with green foliage. In the front were two white doves with ribbons extending back to the top of the wind shield.



A small runabout decorated by J. J. Bertholf for the Central Auto Garage of Hackensack, N. J. The body of the car was covered solidly with white floral sheeting and trimmed with lavender and white fleur-de-lis. The wheels were covered with the flowers. In front was built a winged horse, also covered with floral sheeting.



Here is shown the first prize winner in a baby carriage parade held during the Korn Karnival in Portsmouth, O. The elaborately decorated carriage was drawn by three little girls in costumes representing winged fairies. Over the carriage was a canopy surmounted by a white dove. This is the work of Decorator H. M. Denton.



A float decorated by J. B. Lynch for the Fraternal Order of Eagles of Chicago Heights, Ill. This picture shows a wagon with a large platform decorated with white floral sheeting and morning glory vines. The horse blankets were also of floral sheeting with the letters F. O. E. put on in colors with an air brush.



This unique decorative scheme was designed and worked out by John Berthold for the Mozart of Greenville, O. In the middle of the platform was an immense basket decorated with flowers and filled with pretty girls. At each corner was a little girl in a sort of pulpit built with a canopy top. Fleur-de-lis was the flower used.



A float decorated for Pendleton & Harris, Miami, Fla. This picture shows a number of original ideas carried out in floral sheeting and morning glory vines. The latter were applied in an irregular manner that was quite pleasing. In front were a number of white doves driven by the cupid at the top of the large red heart.



This picture shows an unusual decorative scheme by Wm. E. Denny for F. W. Wiley, Glens Falls, N. Y. The decorating was done with white bunting in pleating and ball puffing. This was touched up with red chrysanthemums combined with festoons and tassels of roping. The wheels were finished in keeping with the body of the car.



Prize winning decorated autos in a parade held July 4 in Lebanon, Ind. The first prize winner was to advertise the Coombs drug store. It had a background of white muslin over which 800 pink chrysanthemums were arranged. Over the hood of the car was built a big mortar and pestle. The other car was trimmed with snowballs.



This auto float was decorated by the Casey Candy Co. of Great Falls, Mont., for a parade held in that city last summer. The decorations were white floral sheeting, morning glories and white doves. At each corner was a high stand in which a little girl carrying a white parasol was placed. It was an effective scheme.



This auto was trimmed for the Colp Mercantile Co. of Johnson City, Ill., for a Labor day parade. It was awarded first prize. Floral sheeting, pink chrysanthemums and white bunting were used. A sort of hood was built over the driver's seat, concealing him from view although he could easily see the road ahead of him.

A Co-operative Catalog

IT IS PROPOSED by the New Albany, Ind., Retail Merchants' Association to issue a joint mail order catalog for distribution throughout Southern Indiana. The cost and details of the plan are being investigated and it is thought likely that members will decide upon the publication at an early date.

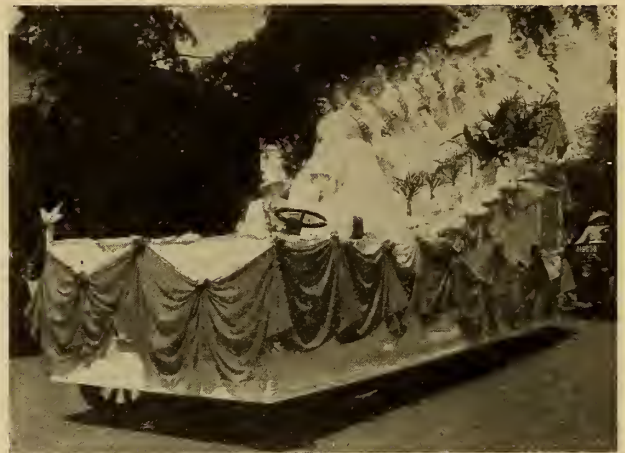
The plan proposes the listing in the catalog of the wares of all the merchants who are members of the association, quoting prices and giving other information. Competition of mail order houses for the trade of out-of-town customers has made the proposed stop necessary, it was said. With the aid of the parcel post it is believed that the proposed co-operation mail order business can be conducted successfully.



Here is another first prize winner. It was decorated by L. M. Martin for the City Ice & Coal Co. of Morton, Tenn., and was judged to be the best business float in the parade held July 4. On the float were a number of large ice cakes into which flowers, etc., had been frozen. The cotton batting covering represented snow.

Boston Store Builds Addition

THE WORK OF wrecking the Champlain building at the northwest corner of State and Madison streets in Chicago has begun to make room for the final addition to the Boston store. The Champlain building is a fifteen story fireproof steel construction building on 66x106 feet of ground and was erected in 1894 just after the World's Fair at a cost of \$552,332. The contractors have been allowed only thirty days to complete the wrecking preliminary to the erection of a building in harmony with that occupying all the rest of the block bounded by State, Madison and Dearborn streets and Calhoun place. The new building for the Boston store will be the only building in Chicago, it is said, to have girders that span a distance of forty feet on each floor. When the addition is completed the



Here is a symbolic float called the "Steps to Success." It was designed and decorated by James O'Neil of Middletown, Conn., and won first prize. Each of the pretty girls represented one of the qualities that lead to success. Two of the drapes at the side had fallen down when the picture was taken and were unnoticed until too late.

Boston store will be the second largest department store in Chicago. Ten years ago the Boston store occupied an L shaped building with about ninety feet front on State street and forty feet on Madison and had less than two and one-half acres of floor space. The new completed building will have over twenty-five acres of floor space. The building is seventeen stories high. The top of the tank house has been made into an observatory, 325 feet above street level, open to the public. A part of the roof of the building has been converted into a playground for the use of the employees.

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MATTHEWS' STORE in Brooklyn have announced that sales for the coming year are to be increased one million dollars. Customers are invited to help.



Plate No. 9168—An Unusual Display of Furniture by Oscar Klausner for Newcomb-Endicott Co., Detroit, Mich.

Here is an unusual setting for a shoe display. The general color scheme was black, white, yellow and green. The background was in a black and white checkerboard

design and in front were two large steps covered with green plush. In the middle was a tall ornamental basket draped with yellow and green silk.

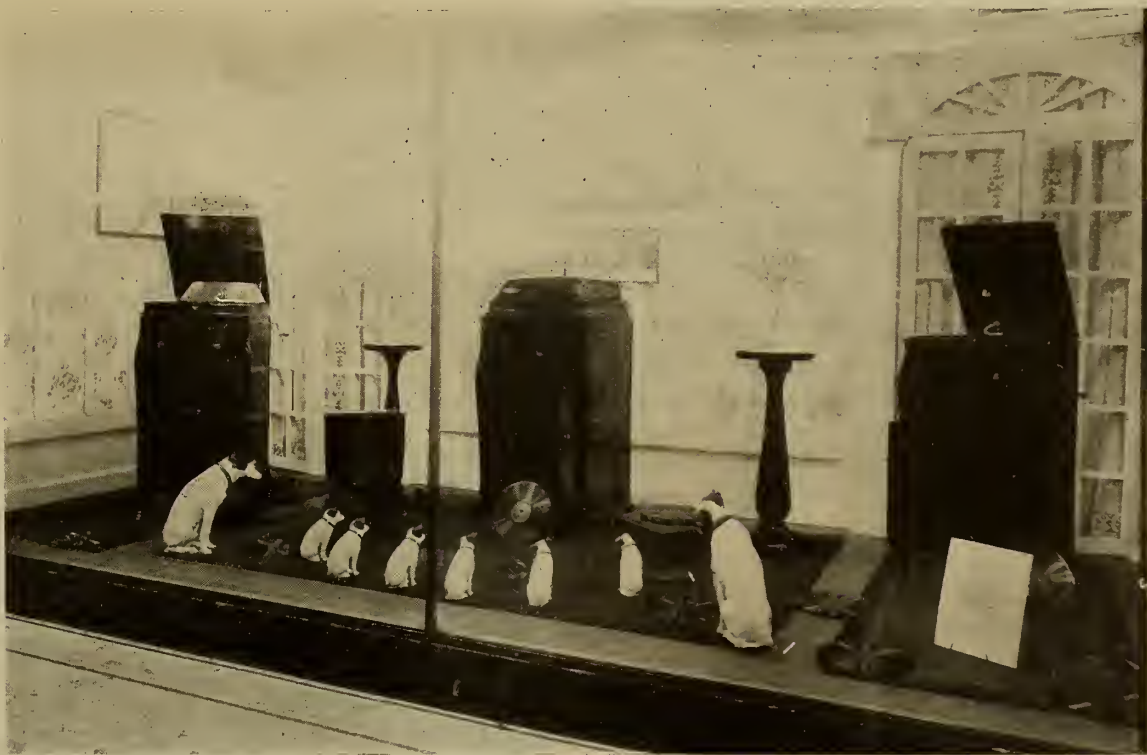


Plate No. 9169—A Unique Display of Talking Machines by Wm. M. Sheppard for the Pelletier Co., Sioux City, Iowa.

This picture shows the value of a simple little idea that is a bit out of the ordinary. The window attracted an immense amount of notice on account of the number of

Victor dogs used. One of these dogs would not have attracted any particular notice, but to use eight of them made an effect that could not be got away from.

PAPIER MACHE WORK

BEING A SERIES OF PRACTICAL ARTICLES COVERING VARIOUS SIMPLE PROCESSES BY WHICH THE DISPLAY MAN CAN SECURE EXCELLENT RESULTS IN MAKING PAPIER MACHE ORNAMENTS

Arthur W. Edwards

EDITOR'S NOTE.—The purpose of the writer of the series, of which this is the first, has been to explain in a simple and practical way various methods by which the display man of little experience can get satisfactory results in papier mache work. There are various processes of making papier mache, some of them involving considerable skill and more or less practical knowledge. These will be described in later articles, the introductory chapter being devoted to a general discussion as to papier mache as a window decoration, and to the elemental principles of its manufacture.

TO THE DISPLAY MAN who has not applied himself somewhat closely to the study of period decoration it is difficult to realize the wonderful possibilities offered by papier maché as an element in show window and store decoration. Practically all of the important classes of period decoration depend largely upon sculptures, carving or other forms of relief and, as papier maché work is probably the simplest and easiest made form of relief work, as well as one of



A CORNICE WORK PATTERN.

the most inexpensive, it is readily apparent that this form of decoration can be made an important one by the display man who understands it intimately.

Papier maché is simply molded paper with the addition of one or two other common ingredients to make it shape-retaining. It can be molded practically as easily as plaster paris, over which it has a number of advantages for general window use. Yet there is practically no limit to the variety of forms in which papier maché can be made—nor to the number of artistic uses to which it may be put in the show window. By all means, every display man should have a general understanding of the way papier maché is made. Even if he is so placed that he may not have to make this work himself, it will be a decided advantage for him to understand how the work is done, as he can thereby better realize its possibilities—and possible limitations.

So far as the average display man is concerned, there lies a big advantage in the fact that experimentation in the making of papier maché costs so little that the investment is not worth considering. The necessary outfit is only a little glue, a little plaster paris, some scrap paper, a mold of some sort, and a certain amount of muscular exertion. It may be



AN EASILY REPRODUCED DESIGN.

well to explain here, however, that there are two somewhat different methods of making papier maché. The first, which is generally used on small work, consists of what is practically a molding process by which paper pulp mixed with glue and plaster paris is pressed with the fingers into a mold. The second process is used for larger work and amounts mainly to glueing succeeding layers made of small scraps of damp paper inside the mold. Thus, two processes and a combination of both are fully described in separate chapters.

MOULDING PAPIER MACHE

For the beginner it will probably be more easily understandable if the simpler process of molding is described first. To start out with, some small and easily accomplished piece of work had better be chosen. More complicated attempts can be made after a certain amount of skill and experience have been attained.

Of the instruction that follows, as well as most other written instruction, it may be said that the most careful observance of any printed directions can be no guarantee of immediate success in any undertaking of this character. To do good work in this or any other line it is necessary to have some practice to attain anything like expertness. However, the formula and methods used in making a small papier maché casting are so simple as to be understood readily, and only a little practice will be required to develop sufficient skill to turn out creditable work.

Before the mixture is made, there should be pro-



PATTERNS FOR PAPIER MACHE ORNAMENTS.

vided a mold in which the maché is to be formed. For this purpose a mold of plaster paris is generally used, and the manner of making such a mold is described a little later. For the purpose of our initial experiment, however, a makeshift mold can be used as a matter of expediency. It is likely that something to answer the purpose can be found at the nearest cornice shop. Various medallions and other ornaments are stamped in relief from metal and nearly anything of that sort will do if it is about the right size and has sufficient relief. It should be about 12 inches in diameter and have a depth of relief amounting to about three or four inches:

The inside of the metal pattern is to serve as the mold. Clean it out thoroughly and give it a coat of shellac inside, taking care that the shellac does not fill up the details of the pattern. Before the maché is placed in the mold, the latter is given a coat of oil, but that will be explained later.

INGREDIENTS

About one pound of wet maché should be enough for experimental purposes. To make that amount, the following ingredients, avoirdupois weight, will be required:

Plaster paris 8 ounces
Water 4 ounces
Dry paper 1 ounce
Best fish glue..... 5 tablespoonfuls

Take 1 ounce of dry, soft, fibrous paper and place it in a bowl with 4 ounces (avoirdupois) of water and allow it to saturate thoroughly; tearing it into small pieces and mixing until it becomes a pulp. When the paper has been reduced to a soft, pulplike mass, remove it from the bowl and pour off any excess water that may remain in the latter. Squeeze the mass of saturated paper slightly, but do not apply enough pressure to press out all of the water.

MAKING THE MIXTURE

Now put the wet paper back in the bowl and add 3 tablespoonfuls of hot fish glue from an ordinary glue pot such as cabinet makers use. The glue should be of about the same consistency as when used by cabinet makers. Stir the mass thoroughly until it becomes a thick, sticky paste. Add the dry plaster paris gradually and work it in thoroughly until about 3 ounces have been used. By this time the mass will have become so thick that it can be worked only with difficulty. Keep up the working and kneading process, adding more glue; knead thoroughly until the mass is again sticky and then add what is left of the plaster paris. Using the fingers, mix the mass with the greatest possible thoroughness, being careful not to leave any lumps which are apt to be formed by the plaster paris. If any such lumps form they may be broken up by pounding.

If it is of the proper consistency for molding, the maché will stick fast to a smooth board. If it does



TYPICAL DESIGNS FOR WINDOW DECORATION.

not adhere closely to a planed board, it is too hard to mold and a little more glue must be added and worked in. Another test is to take a little piece of the maché and work it between the fingers. If it leaves a little coating on the fingers, it is sticky enough. If there is no coating left on the fingers, there is too much water in the mixture and it will have to be worked over again, adding more of the solid ingredients in the proportions named.

Now for the molding process. Take the mold, which has already been given a coat of shellac, and paint the inside carefully with lard-oil that is fairly thick but not gummy. Be sure to get the oil into every crack and corner where the maché is to come in contact with the mold as it will otherwise stick and damage the work.

MAKING THE IMPRESSION

Press the composition into every little depression in the mold and be sure that every little depression is filled. Very small molds may be filled up even with the top, but with larger ones there is no necessity of wasting the composition, as a half inch, or even less, of the maché spread evenly over the mold will answer the purpose. Place the mold in a warm place and allow it to dry out thoroughly, after which the design can be removed from the matrix and finished.

From the foregoing description, it will be understood that mixing papier maché is largely a matter of adding one or another ingredient until the maker's judgment tells him that the composition is just right. However, the process throughout is so simple that,



A PAGE FROM A CATALOGUE OF PATTERNS.

after a trial or two, even the most inexperienced should be able to get satisfactory results. There are various little tests that will naturally occur to the display man to determine whether or not just the proper degree of stickiness or plasticity has been secured.

When a lot of papier maché has been mixed up, it must be used quickly or it will soon dry out. If left exposed to the air for a short time it will become unusable. However, it may be kept over night in very good condition by wadding it into a ball and covering it with wrappings of wet cotton cloth and placing it under an inverted bowl. The plaster in the surface dries out rapidly and if not dampened with a wet cloth it may become too hard even while it is being used. So, it will be seen, the making of papier maché is really no more complicated than the mixing of a batch of biscuits by the average cook. Indeed, the two processes are not very unlike. All that is required is a little practice and experimentation that can be done at very little expense. When the beginner has learned to "mix the dough" and understands when it is right, the battle is practically won.

MAKING MOLDS

As the reader has probably understood, the purpose of the writer has so far been merely to give the reader a sufficient understanding of the work, so that he can experiment enough to convince himself that papier maché can be made easily. The next step will be to explain how to secure proper molds and to produce ornaments of high artistic merit for window decoration. In nearly every instance, the display man will find plaster paris molds the best and these he can easily make himself, the manner in which they are

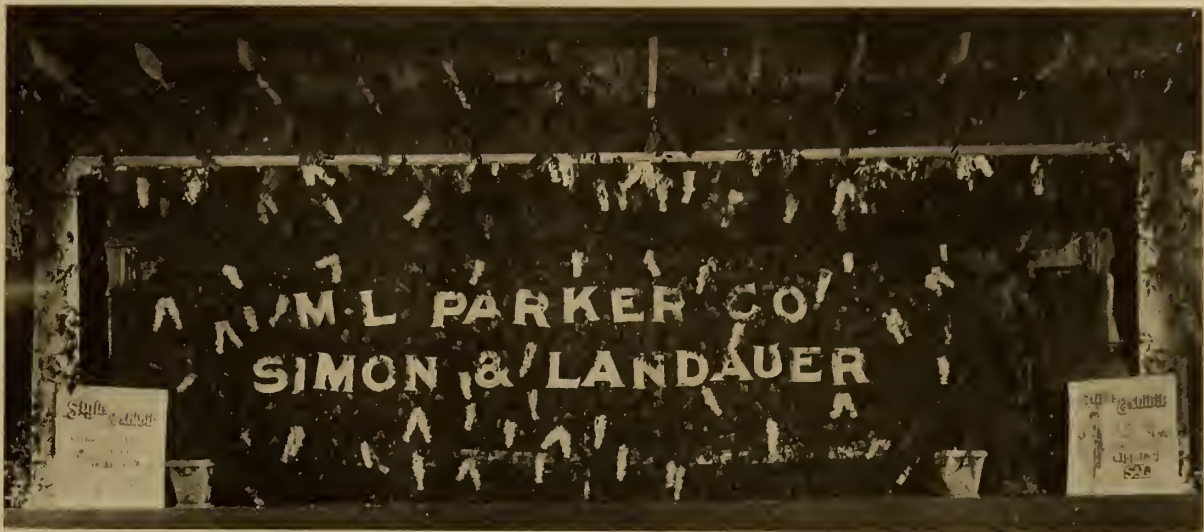
made being described in detail in another chapter. Before making the mold, it is necessary to have a pattern. These may be had in an endless variety of designs from dealers in relief ornaments. The accompanying illustrations show a few of the thousands of patterns that may be had in plaster or composition relief work and in a considerable variety of sizes. It will be noted that in most of the small illustrations shown the designs are in some of the period styles and all of them are adapted in one way or another to window decoration.

In the next chapter is told how to select patterns and how to reproduce them in molds for papier maché castings, also how to do large work by the pasting process, which is an extremely easy and uncomplicated process.



Plate No. 9170—An Outside Decoration by G. A. Beloff for the Up-To-Date Store, Albany, N. Y.

This is a decoration that was made in honor of the store's third birthday, hence the mammoth candles that are arranged across the second floor. There were three immense candles in candlesticks cut from boards and painted in natural colors. The candlesticks were outlined with frosted electric lamps and in the middle of the "flame" of each candle was a large red lamp. The large horseshoe in front of the third floor was also outlined in colored lamps. Flags of various sizes and shapes were used.



PLATFORM AND BACKGROUND READY FOR LIVING MODELS.

A Novel Style Show

THE RETAIL GROCERS of Davenport, Ia., held a pure food show at the local Armory Hall during early March and two enterprising ready-to-wear stores took advantage of the occasion to pull off a co-operative fashion show. The M. L. Parker Co. sells women's and misses' ready-to-wear and Simon & Landauer sell men's and boys' clothing. As their lines are non-competitive these two firms decided to hold a style show together. They secured space in the hall and the display men for the two firms, respectively C. A. F. Smith and Carl F. Meier designed and built the exhibition platform shown in the two pictures. One of the features was an exposition of the evolution of styles from the fashions of 1830 to the present day. A professional model from Chicago showed these various modes. The other models were local people in charge of an expert from Chicago. Southern wild smilax over wire fencing formed the background and this attractive foliage was also used on the pergola at the top. Japanese wistaria was the flower used.

The models' platform was built up sufficiently high so that the costumes could be easily seen by anyone on the floor of the hall. This event was a success from an advertising point of view.

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Plan Ahead

PLANNING AHEAD—That is one of the biggest factors in the success of most display men. One of the big display managers is always about a year ahead with his plans. First he gets an idea for his windows and draws up the plans in a rough way. They are then put in a big manila envelope and, from that time on, this display man is on the lookout for ideas that may be used to add to or improve the original plans. Everything that seems available goes into the big envelope. There are always at least three displays that are being worked on in advance in this way. Once in a while each one is taken from the envelope and revised. In this way the finished decoration is sometimes entirely different from the idea that was started with but the difference is always an improvement.



HERE ARE SOME OF THE MODELS WHO TOOK PART IN THE SHOW.

Show Cards and How to Make Them

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use. This department is a regular feature of Merchants Record and all of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

A FEW months ago a well-known cardwriter commented on the fact that within a few years much of the showcard work now done by the brush would be done by pens or metallic lettering devices.

The prediction has, in many ways, come true and the near future will, no doubt, see many more new tools for the lettering craft.

While for graceful lettering and large work nothing mechanical can ever take the place of the brush, there is no question but what for signs up to one-quarter sheet in size and in some styles to one-half sheets that pens have the brush beaten. The next thing is to get a good fluid, jet black ink at a low cost.

In the cards shown here are illustrated four simple styles, made with what is called the plug pen. In European countries this pen is used for what is commonly called cord or rope writing, from the fact that the letters if connected all have a uniform width and resemble a cord.

In card No. 1 is shown how, with a single pen, a good contrasting effect can be made.

The principal line shows a condensed letter. Notice how the writer has made the letter "e." It is practically the same throughout the whole line and that is as it should be. Avoid making all letters of a kind in different ways—hold them uniform. The cap "C's" show the same effect.

In card No. 2, you will notice that instead of centering the first, second, fourth and fifth lines that they begin flush on the right. This is easier than cen-

tering them—especially for a beginner. The largest and smallest pens have been used on this card.

In card No. 3 is shown work done by the medium and small pens, and in card No. 4 is shown the principal line made with a large plug pen and afterwards spurred.

A glance at these cards will convince the most skeptical that the man don't live who could hold as uniform a stroke with a brush as this pen makes. The alphabets used are simply a single stroke skeleton letter.

In learning to make this letter I would suggest making the small letters one-half inch and caps three-fourths inch high.

Sketch small letters first with a pencil, beginning with "o" for practice.

Associate the small letters with a dime and remember and make them about the same width all through, except the "f, i, j, l and t" which are practically the width of the stroke of the pen and the "m" and "w" which will be about one-third wider.

If a person does not use a pencil to sketch letters first he will never become a good letterer. In using these pens, a uniform speed is held on all strokes. Many letters can be made without lifting the pen. For example, the letter "e" may be made in this manner:—start out to the right with the center cross stroke first, then swing around to the top and down, completing the whole curved stroke. The letters c, o, s, v, w, y and z can be made without raising the pen as it can

Newest effects in
Crepe de chine Corset Covers,
with lace insertings

95¢

In all sizes

1

*Here are some
exceptional values in*
Men's Straw Hats
*in shapes that are
decidedly popular.*

2

A great sale of
Women's High Class Spring Suits

Identical in style and
quality with suits priced
heretofore at 22⁵⁰-25⁰⁰

\$15

3

36-inch
Shadow Lace Allovers

White or Cream

19[¢]_{yd.}

4

be shoved upward or in any direction and maintain a uniform stroke.

The first thing claimed for these cards is legibility, the second is speed and uniformity and the third is, the great value to the amateur or merchant who simply wants to make a sign and not take the time to learn brush work.

This pen has been in use in Europe for a decade—it is here given the public for the first time. Its perfect control lies in the fact that the lettering end is turned up above the point of bearing and there are only two pens as yet introduced which possess this valuable feature, viz., the plug pen and the speed-ball.

In writing this series of articles it will be our aim to show each month something new and of use to the beginner and also the skilled worker—but particularly to the beginner. The readers who follow these articles are at liberty, and are requested, to write the editor, making suggestions, inquiries or requests for information on any topic in card work. Letters requesting information which

are received by the twentieth of any month will be answered in the next issue.

Another feature of the plug pen is that opaque colors thinned down may be used instead of fluid ink.

In conclusion let me say to the beginner who has trouble with layouts—hold your letter to the center of the card so that you will have at least one-and-one-half inches of space between edge of card and beginning and ending of lines at sides and at least two-and-one-half inches of space at top and bottom of card on quarter sheets. On 5½ x 7's just halve those spaces; on full sheets, double the distance.

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STORES EVERYWHERE are developing their trade through the Parcel Post. It has been found that it is an easy matter to build up a good mail business in the first zone and the rate is so low that it is hardly a consideration.

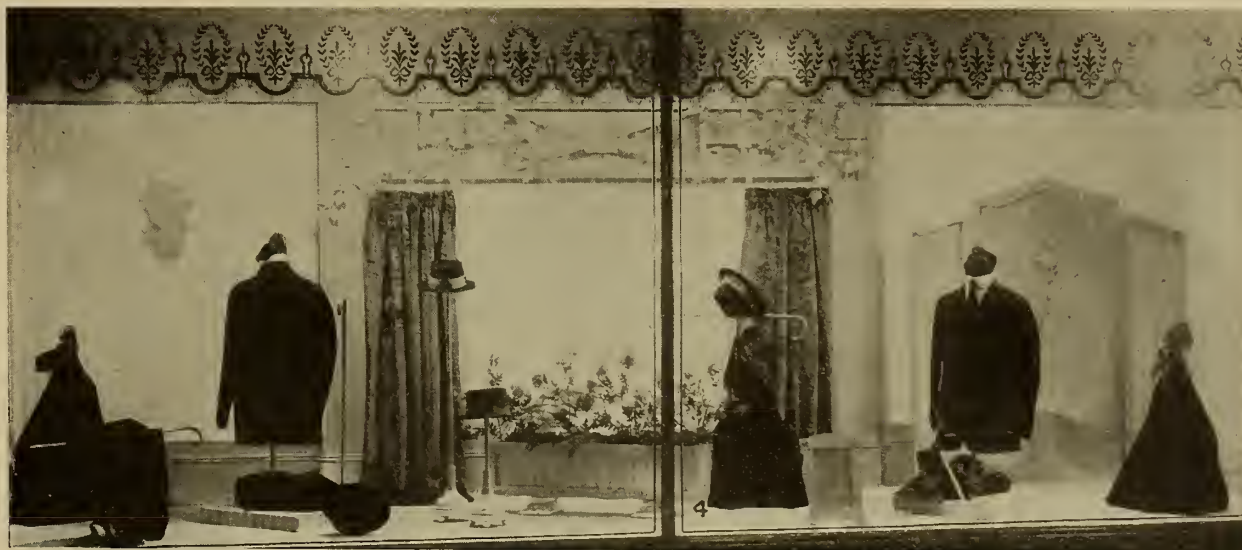


Plate No. 9171—Clothing Display by L. A. McMullen for Eastern Outfitting Co., Portland, Ore.

The color scheme of this window was grey, white and silver. The background was in panels of grey and white striped wall paper. In the middle panel the grill work was painted silver and from this panel were hung two drapes of

green velour. At the right was a large three-fold screen with a silver frame and grey and white striped panels. The flower box was filled with cornflowers and ferns. All of the fixtures were finished to correspond.

NOTES FROM NEW YORK

HARRY BIRD IN ORIENT—NOTABLE DISPLAYS AT LORD & TAYLOR'S—BUSINESS TROUBLES ON LOWER SIXTH AVENUE—MR. FRANKENTHAL JUDGES SYRACUSE WINDOW DISPLAY CONTEST

F. F. Purdy

THE WANAMAKER STORE is evidently highly appreciative of the merchandise of Japan. Display Manager Harry Bird is now in the Flowery Kingdom. He sailed from San Francisco March 6, and the last heard from him was from Honolulu, whence he sailed for Yokohama, to tour Japan and China to get into the spirit of the Orient, learn a lot about its merchandise, and secure objects to aid him in exemplifying it in displays to the people of New York. At this writing Japanese exhibits are very prominent. In the auditorium of the Stewart building there is a splendid Japanese effect, with great lengths of wide fabrics depicting scenes in Japan surrounding the sides, and a large fixture in the center with lights, and various oriental methods of illumination around the sides. The House Palatial now has a Japanese garden, in the place the Italian garden formerly occupied, with little bridges over streams, and a beautiful setting for the whole, presided over by a little Jap. The summer furniture is shown on the sixth floor in a fine Japanese setting, with each column inclosed in a square of decorated material, and a number of wide panels were in evidence with Japanese decorations. The Wanamaker decorative department abounds in skilled painters and artists of varied capabilities, and the staff is called upon to carry out effects of a wide scope that are unique in the department store business.



MR. ROSSITER'S PERFUME DISPLAY.

Mr. Rossiter, display manager for Lord & Taylor, has been putting up some windows of not only quite unusual merit, but with a consummate effort at a close harmony between the hues and fabrics that is very noteworthy. Take, for instance, the setting of a summer room in black and white, with a dash of rose. Black and white is unusual for the scheme of a room, but the contrasting colors and the dash of rose made many a passerby of discrimination pause with admiration. The wicker furniture was of white enamel, with black posts, and the center table was black enamel as well, with the wicker here as elsewhere white enamel. The



STAGE OF LORD & TAYLOR AUDITORIUM DECORATED BY MR. ROSSITER.

furniture covering was of a black stripe cretonne, interspersed with roses. This material was used for a background, in panels, from top to bottom, the panels separated and set off by narrower black stripes. The rug was black with garlands of roses. Two tall floor lamps were white enamel standards with black outline. The whole effect was very distingue, and must have required much search among the finer merchandise to secure just the right goods to secure the effect. There was also a perfume window in recently of similar handsome color scheme. In the center, rear, was a huge vase, set high, filled with an enormous collection of flowers. In front, just aside from it, was a horn of plenty poised slightly aloft, out of which were dropping, apparently, large numbers of similar roses to those in the great vase, while at bottom, covering the floor below, was a covering of pot-pourri of roses. The shelves were gilt, while the bottles of perfume thereon were gilt, with rose labels. The draperies in the background, and the carpet, were rose color, and the entire effect, as may be seen, was a beautiful rose and gold throughout.

Another notable window demonstrated silks, and the center figure, instead of being a drape, was a large framed original painting of the front cover of a prominent magazine for May, featuring a dainty maiden clad in a warp print taffeta similar to that shown in the window, while the pattern of the goods displayed, strikingly resembled that of the maiden in the frame. Several copies of the covers of the magazine, showing the large original in miniature, were scattered about the window.

SIXTH AVENUE TROUBLES

Lower Sixth avenue is getting it hard. On almost the same day last month came the news that the reorganized Simpson-Crawford Co. was to liquidate, paying in full, and that The J. B. Greenhut Co. had gone into the hands of receivers, both under honorable conditions, that evoke nothing but the best wishes of men in mercantile circles everywhere. Between the uptown trend and the depressed conditions of retail business since the war, trade in Sixth avenue has been lacking in sufficient volume. The Simpson-Crawford liquidation was foreshadowed a month before, because buying had practically ceased. The retirement of this house will let out Charles DeVausney, display manager, and assistant merchandise man as well, a mighty good combination, and he has made good in giving a zest to the business through the windows and bargain tables that otherwise would have been absent.

Less than a year ago the J. B. Greenhut Co. operated a private bank with deposits of several millions. They have been gradually closing it out until the great bulk of the depositors have been

paid off. There will be no grinding of the faces of the poor by this organization. Their relations will be strictly with their merchandise and other legitimate creditors. Captain Greenhut, aside from his heavy investment, had advanced large sums in an endeavor to keep the business going, and is an important creditor. The management has the good wishes of the mercantile community, and it is hoped that an arrangement will be made whereby the business can be continued and under more favorable conditions regarding the heavy fixed charges for ground rents—disproportionate to present conditions. The company has been doing such an enormous trade and is under such decided headway, that it is believed that the chances favor such an outcome. Only a week before the business was turned over to receivers a photo play theater was opened on the fifth floor, next to the playground, which kept Mr. Schmehl busy in attending to the details of arrangement and decoration for several days. The stage is a miniature reproduction of that of the Strand Theater, and the sides are decorated in Japanese effects. The movies will be run each day, with an occasional advertisement interspersed.

NOTABLE DISPLAYS IN BROOKLYN

The results attained by Thorkild Larson by industry and ingenuity in the windows of Price & Rosenbaum, Broadway, Brooklyn, are interesting to see. At this writing he has his 200 feet front arranged with a uniform background, in panel effect, between fifteen high, square columns. These columns were made by Mr. Larson and his assistant, Charles Foote, from composition board, at the top of each being half of a vase in relief, with blue flowers, while underneath each vase is a heraldic design of Mr. Larson's origination, similarly in relief. Between the pillars is a drape of chamois colored cloth, while the pillars is in a cream, blending into the other color well. Sprinkled on the chamois colored fabric panels are blue birds of passage, of same hue as the flowers in the vases that stand in relief at top of the pillars. In each section of merchandise there is a sprinkling of blue—in the gloves, the millinery, gowns, bags, etc., which gives the windows a charming ensemble. Mr. Larson has what we believe to be the longest stretch in any one unbroken window in the metropolitan district, 125 feet, which is the distance between entrances, with windows on the other side of each entrance, making 200 feet of show window space on Broadway.

Leopold Rosen, one of the good assistants in the decorative department at Gimbel's, resigned his position some time ago to take charge of the windows of The London Shop, on Forty-second street, a very appropriate post for him, by reason of his specialty in dressing cloak and suit windows. He has since severed this connection because of the

lack of business consequent on these strenuous times, and will doubtless be able soon to make a similar connection.

The old friends of Charles Wendel, former display manager for Gimbel Brothers, cordially welcomed him on a visit early in April, and were glad to hear of his satisfaction with his new post as manager of the DeRoy Specialty Store at Albany, N. Y., where we understand things are going very well, and that Mr. Wendel is getting rapidly acclimated to the commercial ways of the capital city. He is shortly to remove his family thither.

SYRACUSE DISPLAY CONTEST

Mr. Frankenthal had a great time on his trip to Syracuse, where the Chamber of Commerce and all the local business men joined in celebrating Display Week. It is some time since now, but he is full of enthusiasm over the remembrance of the event and the hospitality he received and the interest shown. His only regret is that he did not meet the display managers generally of the Syracuse stores. There was a good reason, for, after arriving in town he was taken in tow, with his associates, by the committee of the Chamber of Commerce, and was busy for the best part of two days making careful inspections of the various windows to secure positive evidence on which to base the different awards, the value of which was simply sentimental, being emblems of carved background and ribbon ornamentation, but they were most eagerly contested for, and came in several different classes. With no personal acquaintance the judges were not handicapped by any lingering desires to give any friends the benefit of any doubts. The good points and weaknesses of every window were carefully considered and the results were accepted in good part by everybody. The local decorators would have been glad for Mr. Frankenthal to give them a line on the good and bad in their windows in a little talk, if he had had time, but he was obliged to leave for home near midnight on the second day of his visit, leaving the dinner at the Onondaga Hotel, at which 400 men sat down, before midnight. At this dinner Mr. Dey, of Dey Bros., presided, with Mr. Frankenthal on his right, and F. Irving Fletcher, ad-expert, on his left, flanked by the Mayor of Syracuse. There were several addresses, including one, of course, from the guest of honor, who told of his early experience in draping from piece goods at Altman's nine years ago, when Altman's sold Rajah silks in plaids and stripes, when he pinned the silk very carefully on a bust form in his own design and put it in the window, and in two hours a whole piece of the silk was sold. Dressmakers copied the waist, and other trimmers took up the idea of draping from the piece, until now there is not a big store in the country that does not employ this method of window dressing.

The speaker said that a successful window artist must have the eye to see and understand beauty, with good taste and a sense of color, or he cannot make much of a success. Window dressing could never be completely learned, because it was an art in the making and every live trimmer was learning something every day. Since his return Mr. Frankenthal has received letters from Frank W. Weedon, manager of Spring Display Week, and other Syracuse men, testifying to their appreciation of his interest and efforts that did so much to make the event a success. A similar affair was held the year before, but was eclipsed this year. Mr. Dey, of Dey Brothers, stated that during the week the sales of his house were 37 per cent ahead of the Spring Display Week of a year before. Four prizes were awarded for as many displays in each of nine classes. Class A was for department stores and L. A. Witherill's display was awarded first prize; Dey Brothers and Hunter-Tuppen Co., divided the second honors; Chappell-Dyer Co. had third award, with a black and white window, and E. W. Edwards & Son fourth, with a gold window; also a special first prize for a food window. In the advertising contest at the same time, in Class A, Chappell-Dyer Co. gained first award, Dey Brothers second, L. A. Witherill third and Hunter-Tuppen Co. fourth.

During the period of fashion shows a number of Manhattan display managers made two trips to Newark, to see what was being done in that progressive and thriving city. The first trip a visit was made to L. Bamberger & Co., where Mr. Cronin had staged arrangements for some thirty models, and the visitors were hearty in their commendation of the good work. They also visited Hahne's, where Mr. Hannon showed them the good points of his decorative and display system. On another trip a company of about the same members paid a visit to Mr. Huebscher, of L. S. Plaut & Co., on the occasion of the opening, and were escorted by members of the firm through the store. Some of those who made the journey remarked that previous to the forming of the Display Managers' Club, and the awakening of the feelings of co-operation and reciprocation which the organization encourages, visits of this kind would have been regarded as quite out of the question.

DISPLAY MANAGERS MEET

The Display Managers' Club at its April meeting elected to membership Mr. Nathan, display manager of Jordan, Marsh & Co., Boston. One of the first matters on the program was the presentation of a mahogany silver mounted gavel to the Club by President William Tishman. Mr. Tishman had deputed Mr. Allert of Macy's to do the honors formally, and Mr. Allert covered himself with glory. The committee on permanent headquarters reported, but were instructed to continue

their investigations and make a further report. Under the new Constitution and By-Laws, it was moved to reconsider the invitation of the committee of arrangements for the national convention of window trimmers in August, and the secretary was directed to communicate with that committee, stating that if they desired the co-operation of the Display Managers' Club, the Club stood as one to help them, with the request, however, that if any member of the Club participates in the exercises, by speaking or demonstrating, he shall be associated there only with window trimmers and display managers. Arrangements are being made looking toward an outing in June, and a committee was appointed to perfect same, consisting of Mr. Allert, chairman, and Mr. Kelly.

It is understood that early in April Mr. Allert tendered his resignation as display manager for R. H. Macy & Co., but his many friends hereabout are gratified to learn that whatever difficulties there were in the way have been adjusted to everybody's satisfaction and that Mr. Allert will remain as the interpreter to the public of the progressive spirit of Macy's through the windows.

William F. Ried, formerly display manager for the Kaufmann-Baer Co., Pittsburgh, and who has

been engaged temporarily in New York, left early in April for his new post of display manager for W. & A. Bacon Co., Boston.

Mr. Kelly, of Oppenheim, Collins & Co., has recently shown some charming windows of dancing frocks for young women, eight of which were sold out of the windows in one day. One of the windows was with gold plush carpet and background, with black border running round the carpet near the edge, giving a fine setting to the window.

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A Japanese Garden

IN THE HOUSE PALATIAL in the New York Wanamaker store there was for some time an Italian garden that was laid out on an elaborate scale and attracted much admiring notice. This has recently given way to a Japanese garden that has been "landscaped" with as much care and is in every way as artistic as many of those seen in the Flowery Kingdom. It has a temple, waterfall, bridge, trees and all of the other details and forms a wonderfully attractive spot in this interesting store. Incidentally Wanamaker's sells miniature Japanese gardens and carries in stock a big variety varying in price from a few dollars to a few hundred dollars.

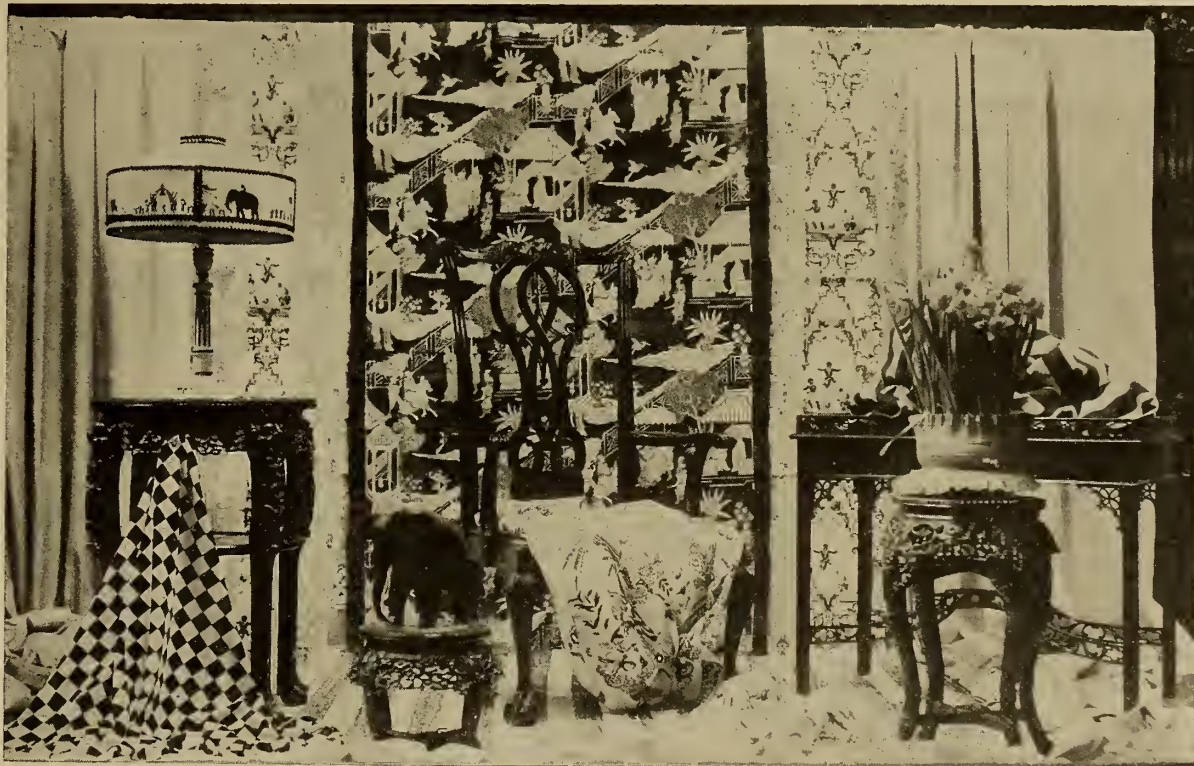


Plate No. 9172—A Shoe Display by Oscar Klausner for Newcomb-Endicott Co., Detroit, Mich.

This display was one of a series on unusually interesting furniture windows. With the exception of the Chipendale arm chair in the middle, the setting was Japanese throughout. All of the other pieces of furniture were of teakwood. The background was a figured design with lemon-colored hangings at the sides. Black and white

draperies were used over the various pieces of furniture. A jardiniere filled with yellow dahlias was placed on the low stand at the right and on the table at the left was an ornamental lamp in a style of decoration to harmonize with the remainder of the display. The handling was unconventional throughout.

DRAWING FOR THE DISPLAY MAN

SOME PRACTICAL POINTS COVERING THE ELEMENTARY PRINCIPLES OF SKETCHING THAT EVERY DISPLAY MAN SHOULD KNOW—RULES THAT MUST BE FOLLOWED TO GET RESULTS

William E. Barber

EDITOR'S NOTE:—This is the third of a series of articles intended to instruct the display man in the general principles of drawing in its various branches. In preparing these articles, it has been the purpose of the writer to make them direct and practical, eliminating theories and presenting the government principles of draftsmanship as simply as possible. There is so much that might be said on any one of the innumerable phases of composition and drawing, that it has been necessary to touch, as briefly as may be consistent with thoroughness, upon the more important phases of the subject.

THE EDITOR has informed the writer that, since this series started, he has received so many letters asking as to the outfit required by the amateur draftsman that it appears advisable to break into the regular order in which the articles had been planned and insert a brief chapter on materials and tools required.

Most amateurs on taking up a new line of work in which they are really interested are inclined to attach a great deal of importance to the tools they expect to use. In some cases tools are of the utmost importance, but in learning to draw the student is not so much dependent upon his outfit. If he has any real aptitude for the work he will progress with the meagerest of equipment. Still, there are a few suggestions as to tools that may help to save time.

THE DRAWING BOARD

In the first place, he should have a drawing board, which will be found a real help. A drawing board consists of a number of pieces of soft pine wood accurately fitted together and with end cleats to prevent warping. Both surfaces are planed off smoothly. Such boards in various sizes may be had from any dealer in artists' supplies. For the student who expects to do ordinary work a board 18x24 inches will be amply large as it will take a half sheet 22x24 inches and that is as large a drawing as will generally be made. Such a board will cost about \$1.25 if bought from an art goods dealer. Still less expensive boards which answer their purpose just as well are made by glued layers or veneers of soft pine laid transversely. Sometimes the amateur artist will buy a breadboard for this purpose, but that is a mistake as the breadboard is made of hard wood with which thumb tacks cannot be used.

The primary purpose of the drawing board is to enable the artist to get his work before him at the right angle and to be able to turn it upside down, sideways or in any other direction in order to get at the details of the work more easily. The drawing

paper is fastened to the board by means of thumb tacks and generally left there until finished. If the artist is working on a table, he can prop up one side of the board to get the proper angle or he can sit back in a chair and rest the edge of the board on the table. At any rate there will be no trouble in getting the board into some position where the artist can work at ease.

The second tool needed is a T-square, the purpose of which is to square up the space to be occupied by the drawing and afterwards to make lines parallel with the edges of the drawing board. A T-square as long as the greatest width of the drawing board will be the right size and an ordinary one made of cherry wood will cost a half dollar or less.

Any sort of straight edge will do providing it is really straight. With these tools and a pencil and rubber eraser the beginner can get along, but there are a few others that will help. For example, a ruling pen that can be had for a quarter at most stores will be found useful in making straight lines that should be of a uniform width and a compass with pen and pencil attachments will be found of service in making circles, etc.

DRAWING PAPER

Almost any kind of paper will do to make practice drawings upon, but paper is so cheap that it is hardly worth while to use the rough wrapping paper for this purpose. It is better to buy inexpensive white practice paper, which will give uniform results. Soft, pulpy cardboard is unsatisfactory for either pen or pencil—with a pencil, the lead sinks into the surface and leads the artist astray, and when a pen is used, the ink creeps or spreads. For pencil sketches a rather rough surface and moderately soft pencil give the best results, providing the student works fast and has sufficient confidence in himself to make a definite, quick stroke. The strength of the lines can be modified by pressure on the pencil.

When finished drawings are to be made it will pay to use a better grade of paper that will stand a reasonable amount of erasure without losing its drawing surface. For drawings that are to be inked in, what is known to all printers as "Wedding Bristol" is a card that will give excellent results at a reasonable cost. This board can be had in various thicknesses from "two-ply" up. The cost varies according to the thickness but the surface is the same on all. To make a finished ink drawing, the lines are first sketched in lightly with a hard pencil and the whole drawing is laid out before the ink is applied. After the ink has been allowed to dry completely the pencil lines may be erased without difficulty.

Most beginners make the mistake of using too fine a pen. They think that to get a nice degree

of shading the lines should be made as delicately as possible, but the experienced artist very generally uses a pen with a moderately full point. In fact, it is generally the case that the more proficient an artist becomes, the bolder his lines become. The Gillott "Crow Quill" is a pen that is frequently selected because it is one of the finest made. This pen has certain uses in which it is unexcelled and in the hands of an artist who understands its use it answers its peculiar purposes admirably. In the hands of a beginner, however, it leads to a tendency to "mess up" the drawing with a multitude of fine, indistinct lines that detract rather than help. Gillott's 303 is a better pen for the inexperienced draftsman. However, almost any pen that flows easily and makes an even line will answer the purpose.

There are several drawing inks on the market that give excellent results. Higgins' Waterproof is one of the best and may be depended upon to give uniform results under all conditions. It costs a quarter a bottle and one bottle will last a long while. Ordinary writing inks are not satisfactory for drawing.

It would be an easy matter to suggest many other tools and materials that the student of drawing might find useful, but this is unnecessary. As has been suggested before, if the student likes the work and has any real aptitude for it he will easily surmount all obstacles in the matter of equipment, for all that may be termed as actual necessities to the draftsman are a pencil and paper.

This chapter has been somewhat in the nature of an interpolation and in the next one will be shown diagrams with instructions for laying out and finishing sketches of show window settings.

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Bluffing the Retailer

IN THE PAST FEW YEARS certain manufacturers have attempted with varying degrees of success to bluff the retailer into stocking their products upon the strength of a lot of big talk about "great national advertising campaigns." We are not referring to the real national advertisers, but to those who spend a few thousand dollars in national mediums more as a bait for the retailer than with any serious idea of going far enough to establish a national demand. Occasionally the retailer has been deceived by this lure and has purchased big stocks only to find that the big national campaign has petered out or that it has failed to establish the demand. It is a good idea for the retailer to wait until a demand has really been created before adding new lines.

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WHEN A BIG SALE is held during the last two or three days of the month, and it is especially desired to run up the sales to the highest possible notch, charge generally will find a sub-

stantial inducement in an offer to charge the purchase on the following month's bill. When this is to be done, salespeople should be notified and instructed to make a proper notation on the sales slips.

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A Shot at M. O. Houses

APRACTICAL DEMONSTRATION of the comparative value of mail order goods and those bought from the local merchant was made in a show window in Cairo, Ill. An order for various kinds of groceries was made up and sent to a Chicago catalog house. The best goods advertised in the catalog were selected and the purpose was to pick out what a family would naturally order if sending for ten dollars worth of groceries—coffee, tea, ham, bacon, lard, canned peaches, corn, tomatoes, peas, dried apricots and of course the sugar that was offered as a bait to get the order. Placed by the side of the catalog house goods were ten dollars worth of groceries from the local store. The latter provided not only better goods standard brands at that, but at a lower price.

My Girl

*She's plump and fair
With golden hair
And face serene and sunny.
She's worth to me
A lot, you see—
She helps me earn my money.*

*Her costume new
Of Belgian blue
Her real lace cuffs and collar
Enchant me so
Because I know
They'll cost me not a dollar!*

*She's gracious, sweet,
And always neat
In gowns or simple dresses;
She's never pert
She does not flirt
Or cause me sharp distresses.*

*This maid to me
Would perfect be
If she were only slimmer!
Her weight's a tax—
She's made of wax
And I'm a window trimmer!*

From "The Crescent"

✕ ✕

TRUTHFUL ADVERTISING is cheaper, too. If you have a reputation for truthfulness the public will accept your simple statement and you don't have to pay a lot of money for space in which to make long winded arguments.

COMMON SENSE SHOW CARDS

THERE IS TOO MUCH FANCY WORK ON THE AVERAGE WINDOW CARD—CUT OUT THE FRILLS AND MAKE YOUR CARDS SIMPLE AND EASY TO READ—USE ORNAMENTS JUDICIOUSLY

Edward Merrill, Jr.

WHAT IS A SHOW CARD? Is it a piece of ornamental art or is it an advertisement? Judging from the cards one sees in the windows of nearly every other store, a show card is a little piece of meaningless embellishment that is added to the general effect of the display.

It has always been the fixed opinion of the writer that a show card in an everyday display is simply an advertisement. Its purpose is to impress as forcibly as possible some particular idea concerning the desirability of the goods on display—in other words, the show card is a *message*. If a show card is a business message, a large percentage of these messages might as well be written in the Siamese or Fiji language so far as their usefulness is concerned. They are too elaborate, too fussy, too mixed up generally to carry any intelligent message to the mind of the average observer. On the other hand, most of these fancy cards are not of any high ornamental value, so the space they occupy might better be used to display a pair of socks, a dishpan or anything else. The merchandise may make a sale, but it's a sure thing the card will not.

These remarks are not intended to include opening cards. The opening card is in a class of its own. So long as it harmonizes in a general way with the rest of the window it is all right no matter whether it is easy or difficult to read, for its message is a very obvious one of—"Latest Modes," "Spring Opening," "Favorites of Fashion," or something of like import that is naturally inferred. The opening card is really a part of the decorative scheme and as long as that end is accomplished, it cannot very well be criticised. But the everyday card is purely a business proposition the purpose of which is to direct attention to the merchandise.

The writer fails to see where elaborate scroll work, gorgeous floral designs and fanciful lettering can be of any more help to a show card than it would be for a salesman to voice his selling talk in the form of a sentimental melody with a few little dance steps thrown in.

Everyone who is accustomed to observing show cards has occasionally come across one of those full sheet "high art" monstrosities that used to be so common and are still used to a considerable extent. Such a card first strikes the eye as a great gorgeous blob of miscellaneous color. Getting a little closer one gradually realizes that this is not an explosion in a paint factory, but that something terrible has

happened to a greenhouse. A closer examination shows us to have been mistaken again—we see in front of us a spray of gorgeous flowers that remind us vaguely of roses. To bring out the colors of the flowers and enhance the artistic effect, the artist has added a few other colors in XXXX strength. But what is this we see? Ah! We have it! In neat serpentine lines undulate gracefully and modestly across the middle of the card these magic words: "We Lead in Style and Quality."

Maybe we've overdrawn a little in the foregoing—but not much. The so-called "high art" show card is an abomination. It is a relic of a transition period in show card writing just as the window setting, with a multiplicity of scrolls and arches covered with cheesecloth puffing and interlaced with tape lattice work is a relic of a period of transition in window decoration. In every line there is a certain percentage of individuals possessed of a chronic propensity to overdo things. Their theory is, "If a little is good, more is better," and they apply this theory to everything they do.

No one will deny that the proper amount of judicious decoration will help most show cards, but enough is the greatest of plenty. For instance, the air brush is a marvellous help to the show card maker. It enables him to apply a delicate tint or a dash of color that will add much to the effectiveness of the card. The air brush is, in fact, indispensable to the all around show card man. Nevertheless, the air brush has probably been the means of spoiling more cards than any other one agency. This is true because most card writers don't know when to stop. They put on enough, and some more—then they add a little more, after which they stand off and look at the card and decide to give it another dose. It is then complete with the exception of a few finishing touches, which consist of more smoke from the air brush. The lettering on the card is merely incidental to the art work. Every card writer should have an air brush, but he should always bear in mind the fact that a little color goes a long way on a practical show card. Put on just enough and then quit.

Illustrations pasted on show cards also can easily be overdone. Aside from a modest bunch of flowers, a scrap of landscape, a bit of conventional decoration or some seasonal suggestion, no pictures should be pasted on a window card unless it applies in some direct way to the text of the card or the merchandise on display. Irrelevant pictures, no odds how attractive they may be, will not help a card. On the other hand a well selected illustration may be made to add materially to the efficiency of the card. It is sometimes possible to find a picture that will tell the story of the window almost as well as the wording on the card. Always remember, however, that it is the wording itself that is the important feature of a window card—never let the picture overshadow the message conveyed by the text.

There is another extravagance that is much indulged by card writers, and this lies in the use of what they consider to be an artistic style of lettering but which, as a matter of fact, is merely a style that is unusual and therefore harder to read than plain lettering. A card writer falls into this error quite naturally. To begin with he adopts a style of alphabet that pleases him and then changes the style a bit to impress his own individuality. Little exaggerations are made here and there and little twists and turns added to suit the fancy of the card writer. The longer he works with this alphabet, the more changes there are made and the more marked the exaggerations. The card writer changes so gradually and is so familiar with the style he has adopted that he has got so far from the original that, while the lettering is plain to him, it is difficult and strange to the man who has never seen it before.

It is better to stick to the plainer forms of lettering. Script, old English and other unusual forms are all very well for memorials, diplomas and other similar work, but they are generally out of place on a show card unless the occasion is an unusual one. Always remember that the first essential of a show card alphabet is readability. The Roman style, modified to meet the requirements of rapid lettering with modern card writing tools, is probably the best alphabet that can be selected. This is the letter we first learned to read and it is the one that we have read more than any other since we left the primer class. It is, therefore, the most familiar and easiest to read.

As a general rule, show cards are rather well worded, but we see many cases where there has been a too evident effort to be clever. Snappy, catchy phrases are a big help if a man can think them out, but they don't always come to mind when wanted. Don't work too hard for impressiveness in phraseology or your cards are likely to be stilted. Don't try to be funny. Just use good, plain English, saying what you have to say as simply and briefly as possible and the public will understand what you mean.

To sum the whole thing up briefly—get your show cards down to a business basis. Keep in mind the purpose of the card and subordinate art to business. Use just enough of color or other appropriate ornamentation to brighten up the card without overshadowing what the card has to say. Study the cards used in the windows of high class stores and you will find them altogether lacking in that gorgeous style of ornamentation some amateur card writers like so well.

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CARL GREER, who was in charge of the Hudson Bay Company store at Calgary, Canada, and where he put in some notable displays, is now with the Keith-O'Brien Co. of Salt Lake City in the capacity of head window dresser. Mr. Greer is a clever workman in all branches of display. He is particularly good at draping.

Seizing an Opportunity

BURGLARS attempted an entrance to the store of Capper & Capper in Michigan avenue, Chicago, recently but were chased away by the police among a fusilade of shots. One of the newspapers made quite an article concerning the attempted robbery and next morning the Capper & Capper ad had a full sized reproduction of the heading of the newspaper article together with the following: "They couldn't wait until morning. Capper's spring styles have always brought forth the *early buyers* who insist upon having the new fashions first, and for that reason we shall not prosecute these discriminating bandits. Better call for your hat now. We shan't have them long at this rate."

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Introducing Goods

SALESPEOPLE in every store should be instructed to neglect no opportunity to show new goods to customers. Any order taker can sell a customer an article she came into the store to buy but it takes a real salesman to suggest another want and make another sale after the customer has got what she wanted and is ready to leave the store. Hardly anything can be bought in a department store that does not suggest another sale of something to be used in connection with the article that already has been bought.

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WE NOTE WITH REGRET the discontinuance of publication of "Notions," the clever little store paper of the A. T. Lewis & Son Dry Goods Co., Denver, Colo. "Notions" was one of the most welcome of the many store papers that came to the editor's desk. It was edited by John L. Hunter the advertising man of the Lewis store and every issue was filled with interest for everyone who is in touch with department store work—and play. The announcement simply states that "The publication of 'Notions' has been discontinued for a variety of reasons." We trust that this breezy and informative little sheet will reappear in due time.

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THERE IS NOTHING back of the counter more important than the customer in front of it. Cleaning up, rearranging stock or chat between clerks should stop immediately upon the approach of the customer. She is always the first consideration.

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SALESPEOPLE, GENERALLY, should know the store's schedule of deliveries. This will help in two ways. It will enable them at times by hurrying to get parcels into deliveries that otherwise would be missed. And it will prevent promising deliveries that cannot be made.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT
WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmon's Journal of Window Dressing"	Established 1893
"The Show Window"	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	Established 1903
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MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of
The International Association of Display Men

*In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

*Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

*When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

*Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

May, 1915

CONTENTS.

	Page
Nationally Advertised Goods.....	9
Parade Decorations.....	16
A Co-operative Catalog.....	18
Boston Store Builds.....	18
Papier Maché Work, Arthur W. Edwards.....	20
A Novel Style Show.....	23
Plan Ahead.....	23
Show Cards, and How to Make Them.....	24
Notes from New York, F. F. Purdy.....	26
A Japanese Garden.....	29
Drawing for the Display Man, William E. Barber.....	30
Bluffing the Retailer.....	31
A Shot at M. O. Houses.....	31
My Girl.....	31
Common Sense Show Cards, Edward Merril, Jr.....	32
Introducing New Goods.....	33
Coupon Fight Grows Warm.....	34
Efficient Help.....	35
Monthly Prize Contest.....	35
Basis for Paying Employees.....	36
Short Lengths for the Ad Man.....	38
The Merry Month, Walt Mason.....	40
A Correction.....	42
I. A. D. M.....	50
The Educational Program.....	52
For Our Advertisers.....	58

Coupon Fight Grows Warm

IN A RECENT ISSUE there appeared a somewhat extended article as to the fight that is being waged by the National Retail Dry Goods Association against the practice of enclosing "profit sharing" coupons with various kinds of merchandise sold through retail stores.

The American Newspaper Publishers' Association, at their meeting in New York recently, passed resolutions opposing the "alleged profit distributing coupon plans and similar schemes," asserting that they had attained a growth which made them "a menace to legitimate business, and had inspired legislation prohibiting them in various States." The resolutions also stated that in the opinion of close students of economics, these plans are "fundamentally opposed to the growth of trade and the expansion of legitimate business," and concluded with the remark that "the best interests, not only of the newspapers of the country, but of all business enterprises, are not served by such methods of exploitation."

The National Retail Dry-Goods Association is carrying on a campaign all over the country against profit-sharing coupons, and has even secured the enactment of laws restricting the use of coupons in several States. Up to this time, none of these laws has withstood the test of constitutionality in State and Federal courts. The Washington law, levying an annual license tax of \$6,000 on merchants who use coupons or trading stamps, was declared unconstitutional by the Federal Circuit Court of Appeals on the Pacific Coast, and confirmed as constitutional by the Washington State Supreme Court. The State of Washington has therefore appealed from the ruling of the Federal Circuit Court of Appeals to the Supreme Court at Washington, D. C., which will hear the arguments in the case early next month.

The decision of the Supreme Court will, it is expected, have wide and far-reaching effects upon all attempts at future legislation of a mandatory character concerning coupons or trading stamps. Of some seventeen laws intended to restrict or make impossible the use of trading stamps and coupons in various States, among them New York, not one has survived the test of the courts of last resort.

The National Retail Dry Goods Association has not been discouraged by the failure of its attempts to secure legislation to cripple the operations of the coupon companies. The campaign of this organization, which is not yet four years old, but already numbers among its members most of the great department stores of the country, representing an annual business of more than \$500,000,000, has already borne fruit in the public announcement of Marshall Field & Co., of Chicago, that they have decided to abandon the use of profit-sharing coupons, coupled with a statement recommending every retail mer-

chant in the country to do likewise. The Marshall Field announcement, bearing date of April 15, was as follows:

"The wholesale and retail buying organization of Marshall Field & Co. has been in the process of building for fifty years.

"It has been trained to study the many intricate phases of merchandising, to the end that the buying public could obtain the highest degree of service in the merchandise purchased.

"Coupons packed with merchandise do not in any way add to the value of such merchandise.

"We have therefore decided that after our present stocks containing profit sharing coupons are exhausted our retail and wholesale business will not carry any merchandise that would involve us in the distribution of profit sharing coupons, as the principle would be contrary to the long-established policies and ideals that have built up our institution.

"We recommend that every retail merchant give serious consideration to the question of taking action along similar lines, as we believe that it will be decidedly in the interest of better merchandising."

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Efficient Help

EXHAUSTIVE INVESTIGATIONS have shown that the efficiency of department store employees is from 10 to 20 per cent below that of employees in the average manufacturing plant. Who is responsible for this discrepancy—is it the fault of the management or of the employee? The loss is so great that it seems there should be some way of remedying it. Efficient management ought to produce efficient employees.

It will have to be admitted that there are many executives who fail to make an accurate estimate as to the efficiency of employees. They depend too much upon personal opinion based upon observation and too little upon exact figures. Personal likes and dislikes enter too frequently into the equation.

The problem in developing efficiency in employees is to pick out the best material and discard the rest. But the fact should always be borne in mind that much of the responsibility lies with the employer. There is no large store that has not sustained actual cash losses through permitting intelligent and energetic employees to go to competitors through a lack of appreciation of their worth. A really capable saleswoman or salesman is worth too much to any store to lose him or her without a very good reason. Nine times out of ten when a store loses a good employee it is because of a lack of appreciation as expressed in the pay envelope. In this connection it may be stated as a certainty that the employee is lost to the store, not from an unwillingness to pay a salesman what he is worth but because the executive fails to appreciate his worth. The point we

are trying to bring out is that the employer should have some way of knowing with a reasonable degree of exactitude just what each employee is worth and what he is likely to be worth in the future. This can be determined only by means of accurate records supplemented by intelligent and unbiased observation. In every store there should be some system of keeping the records of individual efficiency upon which salaries should be based.

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NOTHING IS EASIER to pick up than the rudiments of advertising providing one has a fair education. And nothing offers greater opportunity for advancement. For this reason salespeople who think "they have it in them" to write ads should practice whenever the opportunity offers. Pick out something from your department each day and write a little ad about it—and remember to tell the truth. Truth is the essence of modern advertising.

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THE ADVERTISER WHO EXAGGERATES appeals only to that part of the public which may be classed as easy marks and this class is not big enough to keep the salespeople very busy. It's better to advertise an article as worth a dollar and sell it at that price than it is to claim it is worth two dollars and sell it for one. Even a sucker will quickly spot the store that exaggerates in its advertising.

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Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of \$5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of \$5 the winner is given a handsomely lithographed certificate of award. Awards for 1915 have been made as follows:

Harry W. Hoile, Birmingham, Ala.

John R. Patton, Indianapolis, Ind.

Wm. M. Sheppard, Sioux City, Ia.

J. W. Sanger, Rochester, N. Y.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

BASIS FOR PAYING EMPLOYEES

T. P. M'CUBBIN OF BOWMAN & CO., HARRISBURG, PA. HAS DEVELOPED A SYSTEM THAT TENDS TO PRODUCE A HIGHER EFFICIENCY AMONG SALESPeOPLE—PAY IS BASED UPON SALES

EVERY EXPERIENCED MERCHANT realizes that his success is in a large measure dependent upon the efficiency and general character of his sales force. He also appreciates that it is a serious problem to develop a high degree of efficiency in a force of salespeople that must be recruited from whatever sources they may be had. Mr. T. P. M'Cubbin, general manager of Bowman & Co. in Harrisburg and the Imperial Department Store in Carlisle, Pa., has given the matter of retail selling efficiency a good deal of study and has come to the conclusion that no very satisfactory results can be obtained in this direction unless the merchant has an accurate record as to what each employe of the store is doing and exactly what he is worth both in point of sales and service. Mr. M'Cubbin has developed a system of profit sharing that tends to bring out the best there is in a salesperson. He recently explained it to the Retail Dry Goods Association as follows:

The stores with which I am connected, namely: Bowman & Co., Harrisburg, and the Imperial Department Store, Carlisle, sought for a way in which we could be sure of adequately paying our people, and thereby retaining the help desired.

It is admitted that the ideal way would be to distribute a share of the profits amongst the employes, after these profits have been verified by an inventory, but as this would only provide for one, or at the most, two distributions a year, the incentive that exists in a more frequent distribution would be lacking. Furthermore, owing to the continual changes, by reason of employes leaving, as compared with a manufacturing plant where the changes are not so frequent, we desired a plan which would appeal to our employes right away, whether they be temporary or permanent help.

The first thing to be ascertained was the selling cost in each and every department. Allowance was made for such of the sales force who had to look after stock or other duties, which prevented them from putting in their full time selling. The cost of each salesperson was then compared against the department cost, and then the selling percentage of each department, separately, for the year, was determined. This was based on what it had cost us, and what I had found from experience the correct cost should be.

In many instances the cost was higher than the department could profitably bear, brought about by the same causes which exist in other stores.

The selling cost was determined at various rates, ranging from 3 up to 7 per cent. This percentage was applied against the wages paid each clerk, and the average weekly required sales thereby ascertained.

To illustrate: In a department where the selling expenses had been determined at 5 per cent, an employe receiving \$8 weekly would be required to sell

\$160 each week. For sales over and above this amount the employe was paid a bonus, ranging from 1 to 4 per cent, on the sales in excess of the required amount. This commission was based on whether the department was selling at a reasonable or unreasonable figure. It will be obvious, just as soon as the clerk received commission, her cost of selling would be reduced. In other words, if she received a wage of \$8 and had to sell \$160 weekly, it equaled a cost of 5 per cent. If she sold \$200, then she was \$40 in excess of the required amount, and on this \$40 she was paid 3 per cent., or \$1.20, making her wages \$9.20, or a cost of 4 6-10 per cent, the effect being that the cost of selling for that individual would be reduced 4-10 per cent.

The reason for the bonus being paid at a lower rate than the department cost is to take care of the excess brought about by the clerks who cost more than the department percentage, and which cannot be recovered from such salespeople.

In the event that the clerk only sold \$150, then there was a deficit of \$10, which was carried against her on the following week, and this deficit was deducted from any excess before commissions were paid.

The wages which existed previous to the introduction of the plan were allowed to stand, and whether clerks sold over or under the required amount, they were always assured their regular wages, so that the capable employe only stood to gain and had nothing to lose.

PLAN STARTED IN 1913

The plan was started towards the end of September, 1913, at the time when business was picking up, so that the employes did not have to make up the deficits which they would undoubtedly have incurred had the plan been adopted earlier. This was done intentionally, so that we could have the sales force enthusiastic from the beginning.

This method was followed out for about one year and several defects were found and remedied from time to time. The principal objection was the fact that in the busy seasons our clerks were enabled to make substantial commissions, but in the quiet seasons they would get discouraged by the deficits in sales, which were adding up and had to be made good in the busy season. Then, again, they were unable to adjust themselves to the change of maximum and minimum earnings. In addition, we were just as desirous of obtaining increased earnings during the quiet season as in the busy times, so last fall the plan was changed and put on a monthly basis.

From the information already in our possession, we were enabled to more correctly determine the actual and desired cost. Each department and each salesperson was required to sell a determined amount, and the monthly cost for the year was fixed. This method worked to better advantage from all points of view. In the dull months \$800 might be required in sales and in the busy season \$1,000, \$1,500 or \$2,500 asked for. On any increase over the stipulated amount, whether it be \$50 in the dull times or \$500 in the busy season, we paid a bonus of from 1 to 4 per cent.

MONTHLY PAYMENTS MADE

I should mention that these payments are made monthly and separately from our usual payroll. This method distributes the pay on a more equal basis, and meets the desires of our employes more fully.

We now come to the sharing of profits semi-annually. To determine the actual net profit of the business, the trading or operating account is charged with interest on the capital invested. This is only right, since the owners of the business could obtain this interest on their capital by investment and reside, if they choose, in Los Angeles. I do not feel that employes have a right to share in profits until this interest charge has been earned.

Expenses are distributed over the departments, discounts are credited, and the net profit for each department ascertained. The buyers are then given a percentage of their net profits. This percentage being based on the capital invested in their department, or, in other words, the "turnover."

In addition to the share of profits distributed under our present plan, we aim eventually to extend and divide half yearly amongst the department employes, an additional share of the net profits. Our present plan assures each employe being paid according to his ability, but this further distribution will be based on the earning power and length of service.

In every way, our profit sharing plan aims to be thoroughly practical, as we call upon our employes to contribute towards these profits before they can expect to share in them.

In carrying out such a plan as this there are two points to be considered, namely—the question of "forcing" of sales, and the "cutting" of prices on the part of salespeople.

PERSONALITY GREATEST ASSET

In our various talks to the employes, the objections to "forcing" sales and "cutting" prices have been impressed upon them. They are taught that personality is their greatest asset, and enhanced by intelligent service, is to be the means of attracting customers to come to them again, instead of thrusting themselves forward and repelling the customers. This has resulted in higher grade selling ability, and our store has risen to the slogan—"A good salesperson sells goods that don't come back, to customers who do."

We feel very much gratified with the progress already made and the manner in which our employes have joined with us in making the plan a success, encourages us to extend it still further. The higher grade selling ability they have developed has enabled our employes to share in the profits, making an addition to their wages of from 5 per cent all the way up to 30 per cent.

GOODS CAN BE REDUCED

This in turn, has brought about a corresponding reduction in the cost of carrying on business, and enables us to give our customers the benefit by reducing the prices of our goods.

This might at first seem strange, but reflection will show that such plans as this have invariably reduced the cost of doing business. It has been strikingly demonstrated by Henry Ford, who has distributed large amounts to his employes, and by their more efficient work, has been enabled to considerably reduce the price of his automobiles to the public.

It should be well understood that the plan does not consist of sitting at a desk and working it out by figures, or it will be foredoomed to failure. The human element must not be lost sight of. It should be entrusted to an executive, possessing the determination to carry it through and with a well-bal-

anced mind to administer it fairly. He should keep in close personal touch with the employes, and the executive office should always be open for the adjustment of any complaint.

Above all avoid the appearance of philanthropy or benevolence. Our people are kept posted as to how they are progressing and informed that they are justly entitled to the bonus, and those that cannot show their ability to participate will have to go. In fact, the system is a natural process of elimination and the inefficient of their own accord, drop out and seek employment elsewhere.

The matter is educational and our managers are made to realize that it is not to let the salesforce work out their salvation. They are to co-operate and will be held responsible for the failure of their departments to fulfill our requirements.

HELP TOLD OF PLANS

We believe thoroughly in keeping our help acquainted with our plans. With this object in view we hold meetings each week and all our department managers and buyers are required to attend. Our business campaigns are discussed, new plans and all matters pertaining to store routine and business welfare are taken up, so that our managers are in a position to carry them out intelligently and deal with any criticism that might arise from the rank and file of our employes.

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TALENT IN DISPLAY like talent in most other things is largely a matter of having the patience to study and work hard. There is not a "big" display man today who has not worked mighty hard to get to the top.

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A SPECIAL EFFORT should be made to attend promptly to deliveries of goods ordered by phone or letter. Any store needs all of this sort of business that can be had and there is no better way to encourage such orders than by making prompt deliveries.



Plate No. 9173—Display of Traveling Goods by A. A. Herod for the Davidson Co., Hattiesburg, Miss.

This is a simple little display in which all of the embellishments consist of railroad timetables and similar literature. In the middle was placed a train bulletin.

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS
—WITH A FEW CHANGES THEY MAY BE MADE TO
APPLY TO ANY BUSINESS—WORK THEM
OVER TO SUIT YOURSELF

The Boy's First Long Trousers Suit, \$12.50—Three ways suggest themselves for providing the initial long trousers Suit which makes your boy a man. One is to lengthen the trousers of an ordinary boy's suit. Another is to provide men's Suits in boyish sizes. The third is to study the budding man and produce a Suit which fits his personality, his age, his habits, tastes and inclinations. We have adopted the last-mentioned method. We think this zone between boyhood and manhood deserves its own Clothes. We have striven (and we think successfully) to build Clothes which are eminently practical and serviceable but which expresses YOUTH. No mother will fail to appreciate these new-idea Clothes from standpoints of economy. The fabrics are strong, the patterns desirable, the tailoring of the rigid standards as in other Loeser garments. Nor will the boy fail to see in the cleverly fashioned models the graceful, sweeping lines, the thorough correctness of every detail, the Clothes which he knows are right for him. So little as \$12.50 will purchase a Suit of this character in the Men's Shop.

A Fresh Supply of Boys' Two-Trousers Suits at \$5—Not that the stock is ever allowed to run down, but since we take these Suits as fast as one maker can supply them, there is advantage in choosing from a fresh group. Most of the Suits are Norfolk models showing the box, knife or cord plaits which are now considered correct. They will bear critical comparison with many \$7 and \$8 Suits. Grays and browns, Scotch mixtures and overplaids which are perhaps most popular of all. Two pairs of trousers with each Suit; sizes 7 to 17 years.

Men's Sack Suits at \$17.50—Are one of the most important of several lines that have made the enviable reputation of the Saks Clothing Shop for Men and placed it in its present position of leadership. The Saks Tailoring Organization, though it makes many thousands of higher priced Suits, devotes a great deal of time and gives very careful and special attention to this line. We buy everything for these Suits, from cloth to thread and buttons. We tailor every part of every garment, and into them with every thread goes conscience and pride. We know what goes into these Suits, how they are put together and how they will wear. As to how they look, that is too evident for comment. They have all the style of Suits at double their price, and are shown in quite as extensive assortments in point of colorings and patterns. There are sizes and proportions for every type of physique. Indeed, in the final analysis, these Suits at \$17.50 are an "everyman's proposition." Briefly—All cloth is cold-water shrunk; no shrinkage, therefore, after the Suits are worn. Styles are conservative, semi-conservative, or with a distinctly blithe and youthful aspect. Checks, plaids, over-plaids, pin- or hair-line stripes, in serges, worsteds and cassimers. Patch or plain pockets. Half-lined.

Men—The Man's Store is the most comprehensive store specializing with intelligence, good taste and experience, in men's clothing and furnishings. The service of the Man's Store is fine and satisfactory—in goods and personnel—beyond the conception of the man who hasn't been in the store. Come and see the new suits, the new topcoats, the new hats, the new shoes, the new motoring and sports clothes and accessories, the new *everything* men want for wear these Spring days; all ready for wear.

Men's Spring Suits, Special \$15—Unexpectedly repeating the unusual offer of last week and even bettering it so far as the smartness of the Suits is concerned. The newest fabrics and patterns are featured in these Suits. Gray over-plaids, club checks, silk mixtures, fine worsteds, velours are among them. The tailoring excels any we have seen for \$15; it is of true Loeser quality in the fact that the shape is built-in; the finish is superb. Great opportunity for young men. Many of these Suits are in the youth-making, smart English models with patch pockets, medium-narrow trousers, high cut vests and rolled lapels. Others are more conservative in character. But all are really wonderful values—will

be recognized as such by any clothes-wise man who inspects them. Sizes for young men, 33 to 40 chest; for older men, 36 to 44.

The Suit You Will Like Best Is Here—Every man has one suit he likes better than the others. He thinks he looks better in it than in his other Suits. He wears it oftener. The Loeser aim is to sell only RIGHT suits of this sort—those which measure up to your most critical tastes. Fabrics show real individuality—models are distinctive but not too far from the beaten path of common sense—tailoring is the dependable sort which holds its shape. And prices, as a rule, are lower than for equally good clothes elsewhere.

1,500 More Men's 79c Soft Negligee Shirts, 59c—Apparently we cannot get enough of these shirts to supply the demand, and this lot will doubtless go in a jiffy because it contains many of the prettiest patterns we have yet had. The product of a very good Shirtmaker, and without an equal at the price. All made over the "Large Body" specifications; of woven striped mercerized shirtings in white grounds with black, blue or lavender neat line stripings. Plain negligee models with center plait and pearl buttons, with the soft French fold cuffs; sizes 13½ to 18.

What 50c Will Buy in Men's Underwear—Fifty cents is a favorite price for summer Underwear with many men. It should provide service satisfactory to any man. It should purchase neat, plain, durable Underwear such as a great many men like. At Loeser's 50c will buy Underwear of this description. And here, too, men may choose from stocks which, we are told, are the largest in New York.

For the Chauffeur—A Splendid Spring Outfit, Special at \$42.50—More than a dozen years of specialization in Motor Apparel has produced an intensive and supremely capable organization in this difficult department of outfitting. The above Outfit consists of—Overcoat, double- or single-breasted, with convertible collar. Made of high grade, all-wool whipcord or worsted serge. Either of these fabrics in the correct Oxford gray. Suit, Norfolk, pleated or plain, with trousers or breeches. Fabrics are all-wool whipcord or worsted serge, of Oxford gray to match the Overcoat. Cap to match is included.

Special Sale of 550 Men's and Women's Well Made Dollar Umbrellas at 59c. The best dollar umbrella it has been our good fortune to see for some months. They are built on stout eight-rib frames, mission and natural handles, covers of high grade American taffeta. Styles for men and women. All with silk cases. Because the quantity is limited we cannot sell more than two to a customer, and cannot send any C. O. D.

So Long as Boys Are Boys "Sam Peck" Clothes Will Look Well on Them! Our promise goes no further than boyhood. Sampeck clothes are made by men who once were boys—and they have not forgotten it. It is a peculiar circumstance, but not an uncommon one, that so many men forget that they were ever boys. We would not mention it, indeed, it would be exceedingly bad taste to mention it but for the fact that there is a great number of these unfortunate men in the business of manufacturing boys' clothing. You can "spot" their products from afar. Lines and colors that are acme of style for men of 50, but drab and inane for irrepressible and irresponsible 15. The Sampeck people have discovered the fountain of youth insofar as the designing and making of boys' clothing are concerned.

Youth-Making Blouses, Many Styles, Great and Pleasing Variety at \$5. It would be impossible for a woman to look older than her years; very difficult not to look many years younger in one of these new Blouses. They are made of youthfully tinted crepes de chine, of airy chiffons and Georgette crepes, of soft sheer materials—all softly toned in the hues of youth, demure tans and sand shades, delicate blushing pinks, girlish white. They are youthfully designed to give the look of erectness of poise, of grace. They have collars on youthful lines, they have the sleeves one sees the younger element wearing. They have frills, they have loops, they are adorned with lace, they have distinctive buttons.

Latest News of Blouses. We keep the variety fresh. Shipments, arriving almost daily, bring something new and interesting for you to see every time you are in the store. That is one side of our store-service—and store-service at

Kerr's has *sides*; it is never flat and inane. Although these were made in America, they are of Paris inspiration—and the French "chic" and "cachet" bloom as fair in transplanting as they do in native soil.

The Fashions for Summer. During the present week the fashions of summer have sprung full-bodied into being, at Kerr's for we have unpacked and pulled away the enveloping tissues from dozen after dozen of May-time frocks. As we have said before, the new has its special charm and that is particularly true of these new dresses. Worth seeing, purely out of curiosity, if for no other reason. You will get definite ideas of what's what, and then you can proceed on sure ground with your summer plans. Formerly the waist line was a theoretical thing, much the same as the line in geometry. Now it is indicated very clearly. That in itself makes these dresses utterly and well-nigh irresistibly feminine. Then there are flounces, and frills and tucks—they are the veriest blossoms.

A Clearance of These Hats at \$2.95. We are planning our opening of New Summer Millinery for the near future, and so as to make room for the new merchandise, we have decided to clear out our present stocks of trimmed hats at deep reductions from the regular prices. All the merchandise in this sale is clean and desirable. The styles are charming and you are sure to find a hat that will please you. This sale is really unusual. At least, we believe you will regret it if you do not investigate the values. Nearly all are small hats—for street wear. \$2.95.

New Junior Suits Have Arrived in the Junior Department. As a result of a return trip to New York that the buyer of junior apparel has just completed, we have ready for today a collection of bright, striking suits that means just the most ideal satisfaction for the young woman in search of a suit. And, of course, this ideal satisfaction takes into consideration both the style-side and the price-side of the question. We are speaking of suits that we've priced—\$18.75, \$20.00 & \$25.00. Navy serges and gabardines, black-and-white checks—a few silk suits—they are novel in design. Belted coats, Norfolks, flaring coats, narrow at the shoulders—not much trimming—but very graceful in line.

Double Width Fancy Nets and Chiffons \$1 a Yard Instead of \$2 to \$3. A certain large veiling importer "plunged" on Nets and Chiffons this season. Now that his season is well advanced and the fall and winter business must be looked after, he is cleaning up, and we have secured this lot of beautiful Nets and Chiffons to sell at half and even more than half under the usual prices. All are of fine qualities, in black and white grounds, with the composition gold and silver patterns; also some attractive color designs. For handsome evening gowns, for beautiful afternoon frocks and wraps, these Nets and Chiffons are superb. At \$1 a yard they are one of the greatest values we have ever known.

Sales of Underwear—Comfortable in Weight and Price. Even if the hot sun of the last few days has not convinced you that it is time to think of summer Underwear for the family, the prices—the savings—featured in this sale should do so. They will not be bettered later. There is no advantage to you in putting off your purchases, even though you are willing to suffer the inconvenience of an occasional hot day. It is time NOW to settle the Underwear question for all summer, and never has there been a better opportunity than the present sale.

Women's Silk and Serge Dresses at reductions of one-third to one-half from our regular stock prices of this season. The firms that supply us with our best Dresses are now making Cotton Dresses for the summer trade. These very specially priced Dresses were made up by them for us from the remainders of pieces of silks and trimmings, at prices to us about covering the cost of materials. We have had duplicated some very desirable models now in stock, the prices of which we have, of course, also reduced to the special prices here named.

Fashionable Silks for Spring Suits. Silk suits are in an amazing proportion in the total of all suits worn. In suits of the higher grade they are largely in the majority. In suits that cost \$30 and upward they are as two to one. There is no better way of letting the public feel that you have a carefully chosen suit of the highest fashion than to choose one of Silk—a fashionable Silk. These are the Silks that are most in demand for suits, provided in very comprehensive assortments and at very moderate pricings.

Famous Sale of Ribbon Loom Ends. 3c to 19c for Usual 6c to 40c Kinks. These are all perfect ribbons, in the most desirable colors and weaves, but there are no full rolls. They come in lengths from one yard to eight, but in some instances several lengths may be matched up. Included are Ribbons from a half-inch to six and a half inches wide. Taffeta, Dresden, Persian Stripes, Plaids, Checks, Roman Stripes, fancy Ribbons, Moires, Satins, Jacquards—practically every weave that is in fashion, every color for millinery, children's wear, lingerie and fancy work. This is a Sale always appreciated by Brooklyn women, but they must not forget that first choosers will be best choosers. None will be sent C. O. D.

Maytime Millinery, \$7.50 to \$20. Fresh as flowers all moist in the morning; they came post-haste only yesterday. Oh, yes, our folk have been busy, too, and hats from our own work room vie with those of outside design. Milan, hemp, leghorn and Panama braids arranged in the splendor that is June—great roses redder than lips; the marigold and the poppy. There are laces, to say nothing of feathers, in the tailored styles. \$7.50 to \$20.

Very Light Steel Baby Sulkies, \$1 to \$5. For the mother who must take the baby along with her on shopping trips—for journeys to the seashore or walking in the park—for all 'round use wherever there are babies not yet able to do much walking, these Sulkies will prove almost indispensable. They are light, strong, easy to carry and comfortable for the baby. Frames are steel; bodies reed. They may be had in either brown or natural reed finishes.

Help for Homemakers. That describes this event on the Fourth Floor. Aside from the economy of the prices, it offers the homemaker a real service in that it enables her very easily to turn her spring plans for the refitting of the home into splendid realities. The new curtains and draperies are worth seeing even if one does not intend to buy—just to note the many pretty things the people devoted to this work have brought out for the new season. Devices for lightening housework, too, the mechanical sweepers for example, forecasting, as they, the golden age when all sweeping will be done by machinery. Fireless cookers, which make the kitchen as pleasant as the living room. Chintzes, cretonnes and are Dimins—a marvel spread. Made-up curtains, not only in variety, but in interesting variety. Hooks, rods, poles, window shades and rag rugs. May we suggest that you visit this exhibit—tomorrow?

Summer Furnishings from Abroad—French Cretonnes. The very newest patterns of French cretonnes, both for curtains and slip covers. Full blown roses, gay little nosegays on a background of telegraphic dashes which hide any possible signs of dust, and a cool verdure design in soft greens and browns. 40c yard. Unfortunately there is no more to be had of these cretonnes after this limited lot is chosen—we cannot duplicate any of them.

2,000 Pieces of \$3.00 to \$5.00 American Cut Glass at \$1.98. The most remarkable collection of American Cut Glass that we have ever assembled under one price. Remarkable both in the variety of cuttings and pieces in each class. These are not leftovers, but new merchandise just arrived. Every piece is cut on pure lead blanks, which rings as clear as a bell. Among the variety you will find:

Clearance of Porch Shades at Half! We have decided to discontinue the selling of Porch Shades. The reason is, lack of room for an adequate showing of them. Result, the remaining stock (a very select variety, by the way) at half price. So far as our knowledge goes, this opportunity is unprecedented in Oklahoma City. You know all about Porch Shades, do you not? How a cool, comfortable living, and a protected sleeping room can be made of your porch by the use of them? At a matter of fact, a Porch Shade will add square feet to your home.

Spring Curtains, Draperies, Curtain Fabrics. We collect these fabrics with taste and discretion. Not brag that we should say so, but strictest business that we should do so. Everything for hanging and curtaining the home—woman's haven, man's solace, the family's shrine—scrims, portieres, cushions and draperies to brighten its hospitality and make its comfort an irresistible, an omnipresent call. People who know to help you—to suggest, if you wish—and co-operate.

Refrigerators Save Ice—Keep Food Sweet. The true cost of a Refrigerator lies not in the sum you pay for it, but in the amount of ice it uses in a season. Just as a tungsten

electric bulb costs more than a carbon bulb but saves several times as much in decreased electric bills, so a good Refrigerator is a true economy. "Alaska" Refrigerators save ice because they are better insulated than any Refrigerator we know of at near the same price. *A Size and Style for Every Home.*

Light—Air—But No Glare—Porch Shades—First Showing for Spring. Modern architecture aims to make the porch a room as livable as any other in the house. It is made wide, long and shady. Not all of us are so fortunate as to have porches of this most desirable type, but Porch Shades approximate the seclusion, the freedom from heat and glare which are characteristic of the best designed porches.

Individuality—and Wonderful Value in Curtain Scrims at 12c—Values 19c. Most of the attractive houses you see as you travel along pleasant roads by motorcar are curtained with cool, attractive Scrims—just such Scrims as these. Who would imagine that they could possibly be bought for 12c a yard—72c for the average window? A firm, strong, even weave; beautiful patterns in soft shades of rose, lavender, gold, blue and green. Ecru, cream and white and all HEM-STITCHED and REVERSIBLE.

A Sale of Women's Coats at \$14.50. Extraordinary value. For street, afternoon, travel or dress, Gabardine, men's wear serges, wool or silk poplins, English tweeds and mixtures. Inset or Raglan sleeves. Several distinctive mannish styles. Collar, revers and cuffs effectively silk-, velvet-, or self-trimmed. All sizes; colors in extensive assortment; many lined throughout.

Wash Dresses. As pretty as a day in June—the month during which they will be worn. Fascinating styles, of cottons as soft as breezes from the south—dimities, lawns, voiles and organdies, in plain colors—white principally, or printed patterns—small florals in gay tints. Every one is new—in fact, just unpacked the other day. This part of the sale is the veriest treasure trove.

Lace and Evening Dresses. Among them, some of the finest that ever came to Oklahoma. Taffeta dresses combined with silk chiffon, net and lace; an exquisite blue dresses for evening, and then a number of fairy-like frocks for dancing that are the despair of the advertising pen. Only one of a kind. Practically two dresses for the price of one.

Silk Dresses. We caution you, if you have a new silk dress in mind, that these are going to be whisked away in the twinkling of an eye, so to speak. Here the very dresses that spring fashion books are talking about—the styles quickest in demand all over the country—and every 60c you expend on them will return a dollar's worth. Crepes de chine, failles and combination dresses—even a few in the much sought pongee.

Velour Curtains and Portieres at About Half. A large special purchase of two of the finer grades of double-faced velour curtains and portieres. All are of the soft and beautiful velour used in the best curtains, and of specially good workmanship, many having the "French" edge. The range of colorings is wide, some being made with both sides alike, some contrasting. There are both plain and bordered kinds. Prices, \$12.50 and \$15 a pair.

And Now—An Event of Importance to Every Woman Who Sews! Sale of Notions and Sewing Supplies. To-day we begin a Sale that has been looked forward to by thousands of women—home sewers and professional dressmakers alike. The Cross Aisle Tables are piled high with hundreds of dependable accessories for the sewing room, all conveniently arranged for easy selection—and all at considerably less than the year-around prices. You will find that by purchasing a sufficient supply to last the entire sewing season, the aggregate savings will amount to a substantial sum.



KEMPf CUTS GET ATTENTION!

**Exclusive Adv. Service
For Clothiers and Furnishers**

Write for Prices

KEMPf VAN DRESSER CO.

34 West 28th Street - NEW YORK

The Merry Month

By Walt Mason

May is the month men most admire; 'tis then the poets swat the lyre, and painters seek the rural dell, to make a daub they'll never sell. May is the month when all the earth is glowing in a grand new birth; green things are growing from the ground, the air is full of joyous sound, with carolings of happy birds, which give us songs without the words. Then every man who isn't dead forgets the past and looks ahead.

Oh, May dispels the winter's gloom; 'tis then the housewife takes her broom, and mop and other weapons strange, and tidies up her Moated Grange. She cleans the house, on every floor, and then she cleans it up some more, and makes the place so blooming fine that every doorknob seems to shine. The wife who doesn't do a thing at cleaning house in days of spring, who doesn't banish dirt and dust, is looked upon with deep disgust. The neighbors, at their Purple Teas, or Culture Clubs, or quilting bees, discuss her course in frigid tones, and call her Old Dame Lazy-bones.

And so the business man, in May, should shoo his winter grouch away, should then with sorrow cease to sup, and do some mental cleaning up. The cobwebs of the wintertime, the junk, the lumber and the grime, will all be banished from the brain of every man who's safe and sane.

Instead of grumbling o'er the grief for which the springtime brings relief, he'll sing as gayly as the birds, and to his tune he'll fit some words: "The world's a bully place in May, and everything will come my way. Trade is improving on the jump, and there's a prize for him who'll hump; our exports grow, to beat the band, the mills are busy through the land, the farmers never saw, they say, a better spring for corn and hay, and everything gives promise that we'll all be prosperous and fat."

And if you would not be decayed, consult the paper of your trade, which preaches hope in forty styles, and always stands for sunny smiles. This, Mr. Merchant, is the plan, that helps the modern business man.

(Copyright, 1915—M. V. Kovnat, Chi.)



**JUNE
20-24**

**ELEVENTH-ANNUAL
CONVENTION
A.A.C. of W.
CHICAGO -- 1915**

*For special information
address CONVENTION COMMITTEE
Advertising Ass'n of Chicago
Advertising Bldg. 129 Madison Street.*
CHICAGO

A CORRECTION

W. JOHNSTON, OF ROCHESTER, N. Y., SENDS "NEW LIGHT ON AN OLD SUBJECT," POINTS OUT ERRORS IN REPORT OF HIS ADDRESS BEFORE THE CHICAGO CONVENTION, AND ADDS FACTS

DOUBTLESS many of our readers will remember the interesting and helpful demonstration given by Mr. Johnston on "Secrets and Tricks in the Sign Making and Card Writing Game," at the Convention of the I. A. D. M., held in Chicago last August. In our December number (Volume XXV, No. 6) we printed an account of this address as reported by the stenographer. Through a misunderstanding, this account of Mr. Johnston's informal and extemporaneous, yet highly enjoyable, talk did not receive his "O. K." before being set up and run. Our friend has very kindly informed us that several of the statements alleged to have been made by him were not made. Accordingly, he has taken time to "put us right." We are pleased to give space to the corrections, as requested. Mr. Johnston's communication is as follows:

Rochester, N. Y., April 1st, 1915.

My dear Mr. Bird,

In the December number of the "Merchants' Record and Show Window" certain statements were printed, possibly by reason of stenographic errors, which were attributed to me and which I was reported to have spoken in my informal talk and demonstration on a Card Writing subject before the Chicago Convention. Permit me to correct a few of these misstatements, as I would not care to go permanently on record as the author of ideas which were not of my conception.

In the first place, I wish to deny emphatically the idea that I ever believed, or much less stated, that the Sibley, Lindsay & Curr Co., of Rochester, N. Y., was, or is, the "largest," or even one of the very largest, department stores in the country.

There are three criterions by which the department stores are usually measured as to size. Namely, the number of employees, floor space occupied, or volume of business done. The number of employees may be quite accurately authenticated. However, the amount of floor space and the volume of business—particularly successful business—are matters of a more private nature and so more difficult to learn.

The Marshall Field & Company establishment in Chicago, including the employees in both the retail and wholesale divisions of the business, is generally understood to be the largest department store in the world. The John Wanamaker merchandizing palace in Philadelphia, including the Wanamaker workers in buildings outside the roof of the most beautiful department store in the world, is perhaps the second largest. The Wanamaker American NEW-SYSTEM Store in New York City, and the Gimbel Bros.' store in New York, are, perhaps, in third position. Other stores might be mentioned which are larger than the Sibley, Lindsay & Curr Co., of Rochester, in respect to the particular noted.

[Marshall, Field & Co. in the wholesale and retail businesses employ in the aggregate some 15,000 people. The number expands at various times

to 18,000. The John Wanamaker American NEW-SYSTEM Store in Philadelphia averages about 6,500. The maximum during the holidays is about 7,800. The John Wanamaker American NEW-SYSTEM Store in New York City numbers on the average between 5,000 and 6,000. The maximum number on the rolls is 7,252. The Gimbel Bros.' Store in New York City is approximately 4,500. About the same number for the Gimbel Bros.' Philadelphia Store and 2,500 for the Gimbel Bros.' Milwaukee Establishment, a total of 11,000. The Sibley, Lindsay & Curr Co. of Rochester, N. Y. averages about 1,800, increasing to not more than 2,500 at any time.]

What I did say at the convention, and what I think is correct, is that Sibley, Lindsay & Curr Company, as a corporation owning the largest department store between New York and Chicago, in Rochester, N. Y., probably the largest department stores in Niagara Falls and Erie, Pa., as well as the third largest department store in Minneapolis, Minn., has a grand total in number of employees close up to the total number of employees in several of the larger single stores of the country. In short, the Sibley, Lindsay & Curr Co., with four retail department stores under its controlling ownership, is one of the large corporations of its kind in the country. The Rochester store, counting the employees in both the retail and wholesale branches of the business, is probably not in the first six of the country in point of size as to the total number of employees under a single roof; nor do I believe it will easily rank among the first twelve.

Secondly, I was reported to have said that "a manager," or somebody with whom I had had business associations in the Rochester store termed a show card in a window a "kink." The word was not used by me in any way whatsoever. I disown the expression. I was talking on show cards at the convention in Chicago last August—not on the Negro Problem.

Again, it was reported that I had said in speaking of the comfort and convenience to you display men in being able to make your own signs and cards—which I did say—that after making just the card you wanted for your display, you could "put your curtain down." Nonsense! The merchandise being artistically arranged in the window, behind a curtain which is down, the last touch is in placing the especially prepared card in an effective position. Then, by all means, put the curtain UP. By the prevailing custom of display men, the curtain is down during the time when the window is being decorated. Daytime window dressing seems to have several advantages over night work. However, as soon as possible, the curtains are raised; and the window, if good, will immediately begin to "pull" trade. To get the curtain up, therefore, not down, is the aim of every wide-awake display man. Nothing is to be gained by hiding your candle under a bushel, particularly after the candle is lit.

One more correction: It was stated in the writeup of my remarks—at the time of my Chicago demonstration—that such "copy" as the words: "You get the bride and we will do the rest" would be permitted in the windows of the Sibley, Lindsay & Curr Co. Perish the thought!

There is no error that I know of which is so prevalent among display men, who write their own cards—as the tendency, if not the positive habit, of

KOESTER VACATION CLASSES START IN JUNE



Stacey B. Moore

Read This Interesting LETTER

Mr. George J. Cowan,
President Koester School, Chicago, Ill.

Dear Sir: It gives me great pleasure to say a few words in praise of the Koester School and its method of instruction.

Having trimmed windows with considerable success for several years, I was rather doubtful of the benefits to be derived from a course of instruction at the school, but I finally persuaded myself to investigate and decided to attend.

I can truthfully say the course was far superior to my conception, and I am proud to say that I am a graduate of the Koester School, having acquired a greater degree of practical knowledge during my short term as a student, than I could have obtained in many years by other methods.

Yours very truly,

STACEY B. MOORE.

Permanent address, 206 S. Burlington Ave., Los Angeles, Cal.

Wins \$150.00 First Prize

for best float in contest at Walla Walla, Washington

Mr. Stacy B. Moore was an old experienced Trimmer before he attended the Koester School and doubted whether it would be of much help to him. Immediately on his graduation from the school he accepted a position in Walla Walla, Wash., where he won a first prize of \$150.00 for Best Float and much publicity for the store through his use of Live Models in his window displays.

**No Matter how much Experience you have had
you can improve your work
by a Course at the Koester School**

Mr. Moore's letter reproduced here will demonstrate to you how valuable Koester Instruction is to men who are considered experienced.

The experienced man needs only spend from two to four weeks at the school, while the beginner should take a complete eight weeks course.

Sooner or Later you will attend the Koester School



Show Cards by Stacey B. Moore



Example of Draping by Stacey B. Moore for A. M. Jensen Co., Walla Walla, Wash.

Vacation Classes

Give the great yearly opportunity for you to get away from your work without loss of time and in two weeks or more get that information so necessary to your further success.

Advise us just what studies you are interested in and we will tell you when to arrange for your vacation.

All the new drapes, unit trims, background ideas, etc., etc., for Fall and Winter will be ready when our June classes start.

You can study every phase of Window Display, Advertising, Card Writing, Salesmanship, Scenic Painting, and Store Accounting.

All studies except Window Trimming can be continued on your return home by correspondence if you so desire.

**Write at once
for full information**

The Koester School

215 So. Market St.
CHICAGO, - ILL.

Card Writers' Supplies

We publish the largest and most complete catalogue of Card Writer's Supplies. It is full of helpful information on how to use various card writers' tools, illustrates and describes all card writing books and shows hundreds of alphabets and show cards.

Free for the asking.

coining or rather "swiping" Smart Aleck expressions from the files of barber shop joke literature or from the lines of a musical comedy and then attempting to use them for legitimate advertising purposes. That is a very serious blunder. Dignified, carefully worded "copy" should be prepared at all times by those best qualified to write the line or two needed for the cards. The "copy" should be bright and intelligent, stating a fact not perfectly evident or generally known by glancing at the merchandise displayed. It is just as serious a blunder, however, for dull or very conventional expressions to be used on window display cards, as it is to use slang, or cheap English. The most successful department stores use the conservative, rather than advanced styles of phraseology on all advertising "copy" of whatever kind. Copy-writing of the proper sort is a department in itself; and the best work, an art in itself, requiring an excellent education.

In passing, I wish to express a word of tribute for the work of Mr. E. Dudley Pierce, display manager, of the Sibley, Lindsay & Curr Co. I remember conditions distinctly before he came. I remember when he came. The transformation which has taken place in the last five years is wonderful. The work of Mr. Pierce has been seen and appreciated from week to week by thousands and tens of thousands of Rochester people. Others have come from a distance to see his special displays.

All cards in the windows under the supervision of Mr. Pierce are sure to be exemplary. The preparation of the "copy," the actual writing of the cards, by two of the best workmen in the country, the proper position of the card and the card holder in the window is all a matter of careful study and skilled attention.

In conclusion, it has been said "*The Window is the eye to the soul of the Store.*" This is absolutely the truth. It is equally true that the properly prepared window show card is the *pupil* of this store eye. By the expression and position of the card in the window, the vitality and life of the display is determined. As the artist will "touch" with a bit of white the eye of a portrait upon which he has labored with painstaking care in order to give it "the vital spark" of life, just so will the artistic display manager carefully set a window card before raising the shades—to an admiring public.

(Mr. Johnston will contribute articles to this magazine as announced in the December number on "*Problems of Department Store Card Writing.*" The first article will appear in our next number on the important and ever interesting subject of "The Colored vs. the White Card.")

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On to Chicago

IT IS EXPECTED that ten thousand business men interested in advertising will attend the eleventh annual convention of the Associated Advertising Clubs of the World, which is to be held in Chicago June 20 to 24. Undoubtedly this will be the greatest meeting of its kind ever held and practically all of the leading luminaries in the advertising firmament will be present.

The program which has been arranged for is of great educational value. In addition there have been planned many entertainment features that will help to make the meeting a memorable one. One

feature is to be a pageant or street parade, which will require two hours to pass a given point. It will be one of the most notable parades of the kind ever held and the decorated floats have been planned on a scale of magnificence that will prove a revelation to the average display man.

Most display men are interested in advertising and many of them are gradually working into this profitable and interesting field. All such will do well to attend the Chicago convention if it is possible to do so.

✕ ✕

Flower Parades

DISPLAY MEN who have local organizations should have little difficulty in arranging for flower parades this summer. Practically all that is required to get up a parade is to get the thing started and then do a little hustling to see it through. To the enterprising display man the flower parade presents an opportunity to pick up a bit of easy money at a season when there is little else to do. Unless the parade business has been overdone in a city, the public will take up the idea with enthusiasm. In an undertaking of this sort, success depends largely upon the systematic way in which it is handled. Committees should be appointed to look after the various details and there should be some supervising head to whom such committees are to report. In hundreds of cities the old fashioned "blood and thunder" Fourth of July has been supplanted by the safe and sane flower parade.

✕ ✕

Modern Merchandising

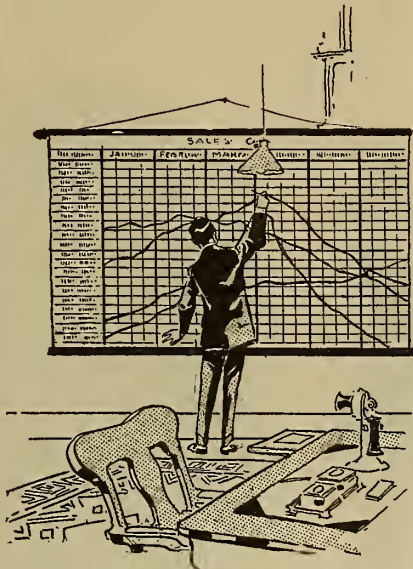
FEW retailers who have not given more or less careful study to the matter, appreciate the important part the general advertising agency plays in the general scheme of distributing merchandise. In many instances the work done by the agency touches the retailer almost as closely as the manufacturer for it is the function of the modern agency to plan the merchandising of a product from the raw material until it reaches the hands of the ultimate consumer. As a rule the retailer fails to appreciate how many of the products he carries are "turned over" quicker and at a better profit because of the work of the advertising agent.

An attractive little book on this subject has just been issued for free circulation by Mallory, Mitchell & Faust, advertising and merchandising agents in the Security Building, Chicago. This book will prove of almost as much interest to the retailer as to the manufacturer, as it explains in an interesting way how merchandise is placed on the market and how the consumer demand is established. The average retailer will be surprised to learn of the intelligent and thorough systems that are employed to keep the goods on his shelves moving.

SALESMANAGER—A POSITION WORTH SEEKING



He will supervise the advertising



He will study the stores' sales records

Wide awake retail stores have begun to see the advantage of making one man responsible for everything that has to do with the sales. This idea is destined to spread until, within a few years, every store of any importance will have its salesmanager.

This line of work offers young men the greatest opportunity in the retail field. While today there are scores of merchants who see the advantage of employing salesmanagers, before a great while there will be hundreds of openings for this position and at high salaries.

Moreover, the man who becomes a successful salesmanager in a retail store has every opportunity of getting into a big manufacturing or wholesale house as salesmanager. The salaries in such places run from \$5,000 to \$25,000 a year.

Our course in sales management includes

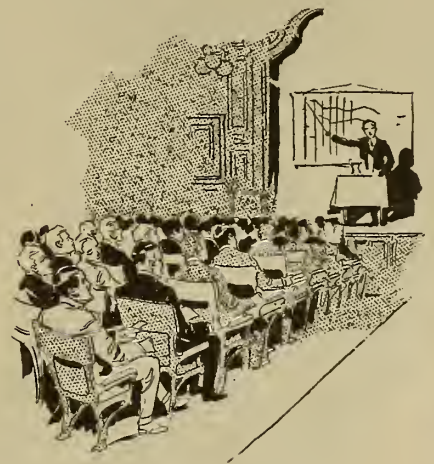
WINDOW TRIMMING CARD WRITING ADVERTISING SALESMANSHIP AND MANAGEMENT

This last subject is of special importance. Many men go through life without attaining success because they never know how to "manage." They know how to do their own special work. They meet with but partial success, or fail utterly when attempting to direct or oversee others engaged in doing the same work. They could earn double, possibly ten times as much money, if they only knew how to manage others.

Pages 82 and 83 of our new school book give an outline of the Salesmanagership course and a list of a few of the many topics treated. Fill out the coupon and receive a copy of this interesting prospectus free of charge.



He will direct the window trimming



He will train and manage the salespeople

Speed Pens for Card Writers

This is to announce our new line of E. T. S. flat ball disc end speed pens. In order to acquaint you with them we offer you the following special. Each one is fitted with an ink retainer.

- 2 E.T.S. Double End Pen Holder 20c
- 2 E.T.S. Speed Pens, 624 Brown 8c
- 2 E.T.S. Ato Speed Pens, 627 Brass - - - 12c
- 3 E.T.S. Music Pens - - - 10c
- 1 E.T.S. No. 1 Redis Speed Pen 10c
- 1 E.T.S. No. 3 Redis Speed Pen 15c
- 1 E.T.S. LY Speed Pen 1/4 in. - 10c
- 1 E.T.S. LY Speed Pen, 3/8 in. - 25c

75c

COME to THE INTERNATIONAL and CANADIAN DISPLAY MEN'S CONVENTION AUG. 2nd TO 5th, AND TAKE UP YOUR COURSE WITH THE E. T. S. AT THE SAME TIME.

The Economist Training School New York

- ☐ Send the School book to:
- ☐ Send Supply Catalogue to:

Name

Street

City

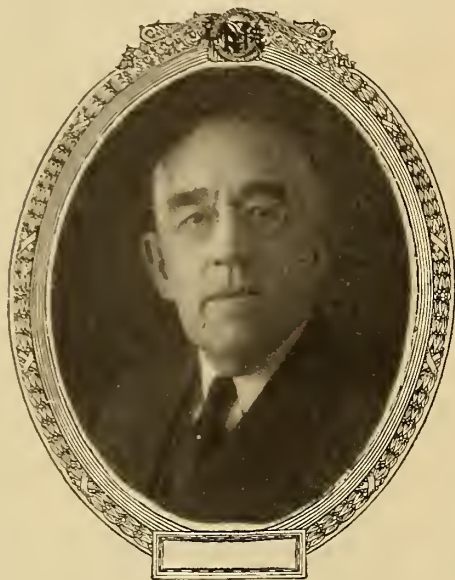
State

ECONOMIST TRAINING SCHOOL 239-245 West 39th St., NEW YORK



C. D. M. S. IS AN EASY

Advertising Men, Display Men, Merchants,
to visit Chicago during the Advertisers' Convention
our short course in retail selling



H. O. Surbomann

Retail Sales Instructor and Business Counselor,
Chicago Display Managers School.

Proprietor and Sales Manager of retail stores for twenty years; Instructor of the art of retail selling to the salesforces of Carson, Pirie, Scott & Co., The Hub, Chicago; Introducer of mercantile selling efficiency course of instruction in the public schools at Los Angeles, California.

The entire INSTRUCTION of this SCHOOL is focused on the successful SALE OF MERCHANDISE. All the courses we teach, namely window trimming, show-card writing, retail advertising and personal salesmanship are a means to that end. According to your needs, you can elect to take one or more of these courses.

A Special Course for Merchants' Sons

Who Want To Step Into the Shoes of Their Successful Fathers.
This Course Treats on the Following Subjects:

STORE MANAGEMENT. How to reduce the cost of doing business, etc.

HOW TO BUY PROFITABLY. Detailed instructions on this subject.

HOW TO SELL PROFITABLY. To build a successful business.

THE TURN-OVER! What this means to make more profits. How to use newspaper publicity to make quick turnovers.

STORE ARRANGEMENT AND GOOD DISPLAYS AS TRADE BRINGERS. The message of show cards.

CLEANLINESS OF STORE, STOCK, AND PERSON. Profitable in business.

STUDY THE MERCHANDISE YOU SELL. Why?

HOW TO GET GOOD SALES-PEOPLE. How a successful merchant did it.

MAKE FRIENDS WITH THE COMMUNITY. Through tact.

ESTABLISH A CORRECT STORE POLICY. To be successful.

RENDER SERVICE TO THE CUSTOMER. SERVICE explained.

KEEP A CORRECT RECORD, i. e., BOOKS. To know where the leaks may be found, and profits can be made.



D. A. POLAY

Chief Instructor for Men's Wear Window Display.
Eighteen years' practical experience as display manager and designer of show window displays and fixtures for men's wear with the following firms in Chicago: Beachey & Lawlor, Foreman Clothes Shop, Browning, King & Co., Burns & Grassie, Capper & Capper, The Hub, Stern Clothing Co., The Continental. President of Polay Fixture Service.

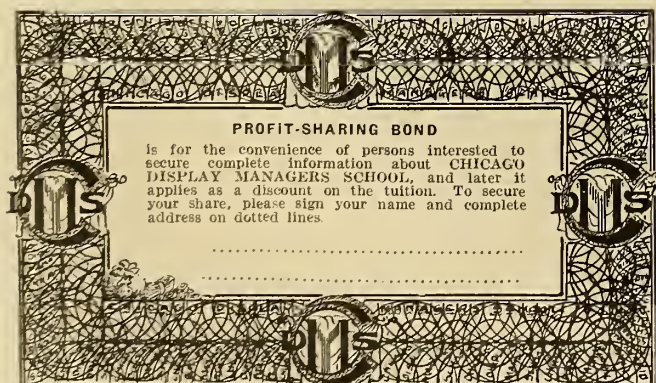


Samuel K. Meil

Associated on the display staff of The Fair. Eleven years display manager for the Boston Store.

Display Manager of Merchants' Service

Our Bond pays you 66 $\frac{2}{3}$
per cent more interest
than the savings bank.



JUNE CLASSES ARE

You always wanted an opportunity to brush up on ability and service of your store. You can come start on any Monday in the month of June.

Write today for full

3 0 6

Chicago Display

WAY TO SPELL SUCCESS

Sales Managers, Sales People, who plan are invited to C. D. M. S. to take advantage of prepared special for this occasion.

COME to Chicago and get business pointers—Up to the Minute!
Get new ideas; new suggestions how to make business profitable.
Our course will tell you how to make more money with your store.

HOW TO BRING NEW TRADE which is now tributary to the store.

HOW TO HOLD TRADE. This lesson combines the practical experience of many successful merchants.

HOW TO ARRANGE THE STORE AND WINDOW DISPLAYS to save time and money.

HOW TO BUY PROFITABLY. "Goods well bought sell themselves."

HOW TO SELL PROFITABLY. To make come-backs of customers.

HOW TO MOVE THE OVERSTOCK. We tell you how!

HOW TO USE MODERN METHODS TO DEVELOP EFFICIENT SALESPeople!

WHERE TO LOCATE IF YOU CONTEMPLATE A CHANGE. Valuable suggestions from personal observations.

HOW TO BECOME POPULAR IN YOUR COMMUNITY. Something worth knowing.

HOW TO USE YOUR BANK. Money to be made with the proper Bank connection.

CO-OPERATIVE PUBLICITY, HOW SECURED. An important subject, treated in this course to make you money.

This lesson has a direct connection with the Associated Advertising Clubs of the World Service to the dealer.

Covering Window Trimming, Poster Advertising, Show-Card Writing and Selling Through the Window Show.



H. J. Rutherford

President

Author of merchants' window trimming service and "Successful Retail Advertising."

Fourteen years' practical experience in display management.

Five years' retail experience as buyer, sales manager and general advertising counsel for department stores.

President of International Association of Display Men, 1908.

Advertising department, John V. Farwell Co., Chicago, 1909-1910.

Display manager and instructor of Koester School, 1911-1915.



Geo. Wallace Hess

Show card display manager for Schlesinger & Mayer one and one-half years.
Display manager of show-card writing H. G. Seifridge Co. one year.
In charge of Mandel Bros. show-card department seven years.
Show-card writing instructor Koester School, 1910.
1911 to 1915 in charge of Engraving and Diploma Departments of B. C. Kassel.
Author of "Hess Portfolio of Pen Alphabets."
Pioneer introducer of novelties and tools for card writers.

FORMING NOW

the courses we offer—To improve the selling and enroll for any part or all of our instruction and

particulars. Address:

JACKSON BLVD.

Managers School

Lecture on Lighting

AN INTERESTING MEETING was held Thursday evening, April 22, by the Cincinnati Association of Display Men at the Chamber of Commerce. A. J. Edgell, efficiency expert of the Society for Electrical Development of New York, was the principal speaker and made an instructive address on illumination as it pertains to merchandising. Mr. Edgell illustrated his talk with many slides, showing examples of good and bad lighting. He also showed and explained a number of new electrical devices of interest to the merchant and display man. Other speakers were: W. C. Culkins, executive secretary of the Chamber of Commerce; Andreas Burkhardt, president of the Cincinnati Retail Merchants' Association, and Albert De Montluzin, president of the Cincinnati Advertisers' Club.

✕ ✕

VIGILANCE COMMITTEES of the A. A. C. are gradually convincing a certain class of advertisers that honesty is the best policy. Almost daily reports are received of successful prosecutions of fraudulent advertisers and in several cities it is a hazardous performance to advertise fifty per cent cotton as "all wool."

EVERY TIME a man or woman is misled by a false advertisement, the selling power of all advertising is lowered. Every time a false, exaggerated statement is printed in an advertisement all advertising is discredited to a certain extent. It is up to every honest advertiser, as a measure of self protection to help to drive out the fakers. The Associated Advertising Clubs are doing much in this line but so much remains to be accomplished that the help of all is needed.

✕ ✕

DON'T BE AFRAID to use a big splash of color now and then. A window trimmed in bright red or any other brilliant color will command attention of every passer-by. It pays to be a bit daring in window decoration now and then—but don't overdo it.

✕ ✕

WITH SOME STORES it seems to be the custom to have the show windows washed whenever the porter gets around to the job. While most people believe in a certain amount of exercise, most of them are averse to hurdling mop handles. Window washing should be done in the early hours of the morning.

Hello, Mr. Display Manager,

Description of "DRY GOODS"

"DRY GOODS" is the leading exponent of progress in the Dry Goods trade. It is the only exclusive Dry Goods publication.

It chronicles the chief events in the trade, accurately covers the markets, mirrors present fashions and points out those likely to come—all in concise form.

Its advanced ideas from European sources are alone worth the price of subscription.

Subscription Price, \$3.00 Per Year

Let's Get Acquainted!

We want to see your windows, and also special interior trims, so —

Send us a photo or a drawing of your work in either window trimming or interior decoration — whether ledge trims or cases—with description and permission to publish—

And in return we'll send you a copy of "DRY GOODS," with a special subscription offer.

— ADDRESS —

Dry Goods Publishing Co., 120 W. 32nd St., New York

Prices Take A Tumble

DUE to the fact that I have recently made large contracts with houses from which I purchase material, I am now in a position to give my customers the benefit of normal prices, despite the war.

My Profit - Sharing Offer Is Still In Effect

Under this offer I give my personal check for 5% to 15% of the amount you purchase of me up to June 15, 1915. Thus, if you purchase \$20 worth of "Perfect Stroke" brushes and supplies, air-brushed cards or scenic paintings by June 15, you receive my personal check for \$1.60.

Get out your Daily
Catalog now and
mail me an order for

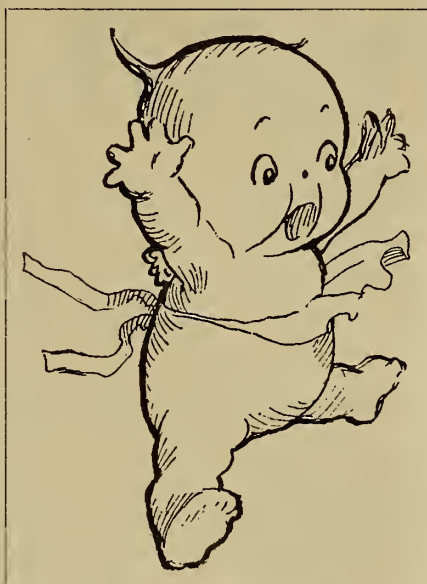
"Perfect Stroke"

**BRUSHES
and SUPPLIES**

—the equipment that makes for better work and bigger profits. *Prices now exactly as listed.*

Bert L. Daily Dept. E 5 **Dayton, O**

While I am assuring you of a change in price, I guarantee no change in the high quality which I have always furnished.



THE BIG \$500.00 Kewpie Window Display Contest Closes June 15

First Prize . . .	\$200.00 in gold . .	\$200.00
Second Prize . .	100.00 in gold . . .	100.00
Third Prize . . .	50.00 in gold . . .	50.00
Four Next Best . .	25.00 in gold . . .	100.00
Four Next Best . .	10.00 in gold . . .	40.00
To photographer of First Prize display		10.00
		\$500.00

Two Hundred Real Gold Dollars to the man who makes the best display; a hundred to the second—and just look at the other prizes! It's worth while trying for, isn't it?

If you haven't enough cards, we'll loan you 100 assorted subjects and a couple of big display cut-out Kewpies. May 1st twenty-seven new subjects will be ready. Want some of these, too? Get busy, Mr. Man, get busy!!

CAMPBELL ART CO., ELIZABETH, N. J.

PRESIDENT, C. J. POTTER, 1627 Washington Ave., St. Louis, Mo.

SECRETARY, P. W. HUNSICKER, 123 Dwight Ave., Grand Rapids, Mich.

1st VICE-PRESIDENT

A. W. LINDBLOM
Minneapolis, Minn.

2d VICE-PRESIDENT

A. J. EDGELL
New York, N. Y.

3rd VICE-PRESIDENT

L. A. ROGERS
Dallas, Texas

TREASURER

G. W. HUBBARD
Battle Creek, Mich.EXECUTIVE
COMMITTEEE. D. PIERCE
Rochester, N. Y.E. J. BERG
Omaha, Nebr.B. J. MILLWARD
St. Paul, Minn.F. S. PRATT
Joliet, Ill.J. H. DEWITT
Terre Haute, Ind.H. B. MARTIN
Rochester, N. Y.

International Association of Display Men

Get Ready for the Big Doin's

WEDNESDAY NIGHT, the big entertainment night of the convention, in fact, the only night that is closed, all others being open, will be known as the I. A. D. M. Blow-Out or Wake.

The accompanying cut shows the reproduction of the invitation which is being mailed out to all interested in the convention and in display work.

If you have not received your copy send me your name and address and I will see that one is mailed to you.

Reduced reproductions of the two sides of this announcement are shown here.

The co-operation of everyone interested in the convention is most earnestly desired in the return of the cards reserving plate space so that the com-

THE BLOW-OUT OF THE I.A.D.M.

A Dead Cold Invitation is extended to the members of the International and Canadian Association of Display Men, and all other good Display Managers, Display Men, Merchants, Advertising Men, and Retailers to attend the Wake over the Death of the term "Window Trimmer," at the Waldorf-Astoria, New York City, Wednesday night, August 4th, 1915, at seven o'clock.

You are expected to be a Sad Weeper, join in the Dead March and boost to more firmly establish the Display Men's position as the Live Wire in retailing.

SPECIAL! SPECIAL!! SPECIAL!!!

The Arrangement Committee announces that the Embalming Fluid, which will be of a very mild nature, and other delicacies of the season have been ordered for the occasion; also smokes for those who uphold the old maxim, "It is better to smoke here than hereafter."

There will be Cabaret, Vaudeville and the I. A. D. M. Double Quartette, with New Songs, Stunts and Jokes, hot off the tack hammer, and Girls! Girls!!!

Important! Tickets, including refreshments and entertainment, are \$5.00 per plate. Cost to the I. A. D. M. will be greatly in excess of this amount. This will also be the One Big Night of the Convention. All the other nights are open.

The Grand Ball Room will only accommodate a limited number. It is therefore important and advisable to reserve the number of plates you and your friends will require for this strictly informal stag event. (Wear your business suit. Take off your coat if you want to.)

If there is the least possibility of you being with us return the enclosed card to the Chairman of the Arrangement Committee, A. E. Hurst, 231 West 39th Street, New York, and thereby avoid the chances of after regrets.

"You will remember the quality long after you have forgotten the price."

The Committee.

IT'S NOT THE COUGH THAT CARRIES YOU OFF BUT THE COFFIN THEY CARRY YOU OFF IN.

THE TERM WINDOW TRIMMER IS A GREAT MISTAKE.

EPITAPHS YOU NEVER SEE

JOHN GUZZLE
(Window Trimmer)
Is Buried Here
He took several drinks every morning to start him off
THEY DID

HAROLDE NOWITT
(Window Trimmer)
Who rocked the boat to frighten the ladies
THEY COULD ALL SWIM EXCEPT HAROLDE

HERE LIES
BILL NOCKIT
(Window Trimmer)
He looked down the muzzle of a gun and pulled the trigger to see if it was loaded
IT WAS

Here Beneath This Slab Is
O. G. GONIGHTLY
(Window Trimmer)
His wife never knew where he was until he was killed on a joy ride
SHE KNOWS WHERE HE IS NOW

HIRAM FOSSEL
(Window Trimmer)
He never attended a Display Man's Convention and didn't believe in the value of organization. He still walks around on the street, but—
HE'S BEEN A DEAD ONE FOR SOME TIME

Help Us Toll a Bell for the Window-Trimmer Aug. 4



Graduation Day Trims should be a feature of your windows in May and June. Such displays with our decoratives will materially increase your sales of graduation day presents and merchandise.

Write Now for our three large catalogues for Spring and Summer decorations and for automobile parades and exterior displays

L. Baumann & Co.

**Leading Importers
and Manufacturers**

357-359 W. Chicago Ave.
CHICAGO, U.S.A.

For Dollar Or So

and up, we can furnish enough material to completely decorate your light delivery truck or car for that automobile parade which is to come off in your town.

SEND FOR OUR SPECIAL PARADE CATALOGUE

Contains many illustrations, ideas and prices

Bridal Outfits can best be displayed with the use of our bridal wreaths and bouquets. We can also supply you with new ideas in Lilacs, Lilies, Roses, Ferns and Palms.



KADY SUSPENDERS

are built to wear—and to wear with comfort. Sturdy yet flexible, high grade webbing gives them a combination of strength and lightness which is unsurpassed.

THE Double Crown Roller (Patented)

provides an automatic adjustment of the bands which conform to the wearer's every movement and prevents the slightest binding or discomfort.

Kady Suspenders are the choice of a large group of generous and discriminating buyers who appreciate and demand quality.

Retail at 50c and 75c
Prices to Dealers
\$4.00 and \$4.25 doz.



THE OHIO SUSPENDER CO., Mansfield, O.
Makers of all kinds of Garters, Suspenders and Belts.

Floral Parade Decorations



No. 51

Price for above decoration complete \$25.00. Pink and white.

Send today for our book "How to Decorate an Automobile"—Free—giving detail information concerning Flower Parades and many suggestions for trimming. Send for Fraternal Parade sheet also.

Chicago Artificial Flower Co.
4813 N. Crawford Ave. CHICAGO, ILL.

mittee in charge of this work may be able to carry on the arrangement to the best possible advantage.

Make your banquet reservation as early as possible so as to lighten the work at the last minute.

Some may question the advisability of charging \$5.00 a plate for the I. A. D. M. Blow-Out, but the committee feels that they are justified in this for more than one reason.

We are going to give a dinner, entertainment, vaudeville and cabaret which would be practically impossible to duplicate at twice the money you are going to pay for it. No calling for help, free donations or drawing to any great extent on the treasury and thereby limiting the educational work which is so important for the future success of our organization.

A portion of the income which we receive from the sale of booths, will be used for the entertainment features.

At the same time leaving a substantial amount for future work. In fact, it is our fond hope that notwithstanding the elaborate program and excellent setting planned in harmony with the occasion, to have a substantial balance to turn in to the treasury.

You can rest assured that not one penny of money will be carelessly spent and every dollar will be strictly accounted for in the full detailed report of the convention expenditures.

Last month we announced a number of especial features which will be given at the Wake. We can announce one more interesting number for the program; Messrs. Mitchell and Pratt, of Joliet, Ill., who will pull off an Italian musical stunt such as has never before been seen on any stage, in fact, this number promises to be one of the big hits of the evening.

We will not announce our entertainment program in detail as the chances of surprises are to be reckoned with. We can insure you a full amount of novelty and ginger, interspersed with plenty of girls and vaudeville talent, and we want you to have full confidence in the committee's ability to furnish it.

Nobody will have a dull moment.

We still want more recruits for the Blow-Out. Don't let your natural modesty hold you back. If you can sing, dance, or have any specialty stunt, come forward and toe the mark. Do it now. The time is getting short and we want to start training and get our line in pennant-winning shape.

Co-operate with the committee so that we may be able to carry on our work to the best possible advantage. Don't let your dignity interfere with your co-operation.

A. E. HURST,

Chairman Program Committee.

I. A. D. M., 231 W. 39th St., New York.

The Educational Program

MANY MORE FEATURES have been added to make the educational program of unusual value. The eighteenth annual convention of the I. A. D. M. affords you an opportunity to meet the "men who have done things," and to learn the methods behind the most successful things they have ever done. Make up your mind now to profit by the study of their methods and pick from this colossal wealth of information just what you need to make your work more impressing and productive of results. You will be told by these men in story and demonstrations what to do and why, what not to do and why not. Surely you will find many ideas and suggestions that you can adapt to your work to make your display advertising do more for your store.

Mr. J. M. W. Yost of the Penn Traffic Store, Johnston, Pa., president of the Johnston local, will give an interesting talk and demonstration on "Analysis of Lines and Period Decorations." He will show with graphic charts how various lines have developed from one period to another. He will not only take into consideration the decorative periods, but also the garments and costumes worn at that particular time. This is a very important

subject to every display man. Personal force plus keen understanding and long experience makes Mr. Yost a big asset towards the success of the educational program. His work has an international reputation.

Mr. John T. Witsel of Brentano's will give a demonstration and lecture, entitled, "Display as a Factor in Selling Books." Mr. Witsel has charge of the window display advertising for Brentano's, Fifth Avenue store, which is nationally known as "Book Sellers to the World." This committee is fortunate in securing a man who so thoroughly understands his subject. His talk and demonstration will prove of equal value to every display man in attendance. He will tell how he studies the display work of lines foreign to books and how he applies the principles of appeal to Brentano's window displays. He will tell how and why he classifies window displays into four divisions, namely, idea windows, design windows, picture windows and story windows. His idea on the use of price tickets are different and most interesting. Mr. Witsel will give a demonstration with books showing the method used at Brentano's in their arrangement and display.

Palmenberg

Our New Salesrooms in the
PALMENBERG BUILDING

63 and 65 West 36th Street (Herald Square) New York

Are in keeping with modern merchandising.

Over 20,000 square feet of samples of everything to display anything.

**Window Fixtures, Display Forms, Wax Figures
Artificial Flowers, Valances, Garment Hangers, Racks, Etc.**

An alluring arrangement of staples and novelties—a veritable inspiration to the merchant and display man.

Harmony Contrast
Symmetry Utility

J. R. Palmenberg's Sons

Established
1852

Factory: 89 and 91 West Third Street, New York

30 Kingston Street
110 Bedford Street } BOSTON

10 and 12 Hopkins Place
BALTIMORE

REMOVAL

The Salesroom of the
**L. A. Feldman
Fixture Co.**

Makers of fine

**Display Fixtures, Wax
Figures, Forms, etc.**

is now located in our new building at

**24-26 West 30th St.
New York City**

Our Down Town Salesroom and Factory are
at 60-62 East 11th Street, near Broadway

**DO YOU WANT
ATTRACTIVE WINDOWS?**

Send for our Catalogue of Original Displays

LOW PRICES BEST QUALITY

Samples Sent Free of Charge.



Rose Sprays
For Bridal Windows
\$4.80 per gross up.

Fireproof Muslin Vines
\$5.00 per gross up.

**Apples Blossoms and
Dogwood Blossoms**
30c per gross.

Make very effective summer
displays, ready to twist
on branches.

**Natural Preserved
Maiden Hair Ferns**
Large Size
any color, per 100
\$5.50

J. HARTWIG COMPANY

The House of Originality
Manufacturer and Importer of Art Decorations
26-28-32 Pellington Place BROOKLYN, N. Y.
Show Room, 738 Broadway, N. Y.

Mr. Roy F. Soule, editor of "Hardware Age," will take for his subject "The 16 Hour Shift." Three years or so ago Mr. Soule was hustling behind the counter of a hardware store and doing a 16 hour shift in window work and other store stunts. He was manager of the hardware department of the Copper City Commercial Co. store at Anaconda, Mont. His will be a rapid fire talk on window work and the work of windows. This address will be a stimulant. Mr. Soule is a forceful orator, uses slang and talks to the point. He says he prefers terms without polish to phrases popular in polite society. He calls a spade a spade and refuses to "pull down the shades" when discussing bad business practices, in fact, he will be the Billy Sunday of the convention. He is a man of broad retail experience and has visited personally over 2,000 American hardware stores. He is the author of the well known books, "How to Sell Hardware," "Hardware Window Trimming" and "100 Hardware Window Trims." He will not talk theories, he has a fund of facts and knows how to present them.

Mr. E. Dudley Pierce, display manager for Sibley, Lindsey & Curr Co., former president of the Rochester local, has taken this subject, "Your First Curtain Call." He will tell why it is not advisable to rest on past laurels in display work. He will bring up the important points which every display man should know in detail. Mr. Pierce understands and appreciates the needs and viewpoints of display men in both selling the display problems. This feature will be accompanied with demonstrations and is a most practical and profitable talk backed by years of personal observation and study. The windows as placed by Mr. Pierce, his knacks, schemes and plans, will be explained in his own words.

Mr. L. A. Rogers, of the E. M. Kahn & Co., Dallas, Tex., third vice-president of the International Association, has chosen for his subject, "The Eyes of the Store." Mr. Rogers is a broad and conscientious worker, doing big things in a big way. His window work has a country-wide reputation. He will tell how and why merchandise should be properly displayed in order to make it a potent force in the matter of selling. In words of the man himself, and based on actual results brought forth after years of practical service, you will have here the net of what Mr. Rogers has found true in display work. He will tell why the display man's position is at the right of the advertising man.

Mr. Frank D. Maxwell, with M. J. Connel Co., Butte, Mont., will talk on European and American displays as viewed by the Westerner. Mr. Maxwell has made a personal study of display work in European countries. He has also placed many successful and interesting exhibits in his present position.

This man's views are of particular interest because he has made such a thorough and broad study of the display problem, both in experience and travel. He will give his ideas with the hope that he will be able to accomplish more for the good of the display man's work.

The program for the next convention promises to be very well balanced throughout. The following educational features were announced and described last month: Mr. J. A. McNabb of the Richard Hall & Sons Co., Peterboro, Can., president of the Canadian Association of Display men, subject, "The Show Window as a Sale Promoter."

Fred S. Pratt, with Dinot, Nachbour & Co., Joliet, Ill., president of the Joliet local, subject, "Efficiency, Organization and Co-operation."

Samuel Friedman of the S. Blach Co., Birmingham, Ala., president of the Birmingham local, subject, "Taking the Display Out of Display." Mr. Friedman will bring his own fixtures from Birmingham to make his talk more impressive by an actual demonstration.

F. H. DeRhodes, merchant, with the F. H. DeRhodes department store, Chadron, Neb., subject, "Modern Display Methods."

Walter F. Wehner, head display manager for Brill Bros., Broadway and Forty-ninth street, New York City, subject, "New and Practical Stunts in Men's Wear Units."

Harry W. Hoile, with Loveman, Joseph & Loab, Birmingham, Ala., former president of the Birmingham local, will demonstrate "Live Model Draping."

Other important features on the educational program can be definitely announced next month.

A. E. HURST,

Chairman Program Committee,

I. A. D. M., 231 W. 39th St., New York.

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Annual Contest Rules

INASMUCH as it has been impossible, during previous I. A. D. M. Conventions, for the members attending to view the show cards, pen and ink sketches of floats and backgrounds or photographs of window displays, because the judges did not award the prizes in time for this material to be displayed, it was decided last year, by the Executive Committee, to have the entries close at noon Monday, the first day of the convention, instead of Tuesday, the second day.

In view of this it is necessary for those desiring to enter this content to send their photographs or show cards a week in advance to the secretary, who will be in New York all the week before the convention opens to receive them.

The secretary thus will be able to classify all entries in time for the judges to begin work Monday noon, and, by getting an early start, will have the prizes awarded by Tuesday noon.

Compo-Board for Show Window Backgrounds

Compo-board is built with kiln-dried wood slats, as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp - paper or card-board.

Compo-board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-board is not affected by heat or moisture, consequently, will not warp, buckle or split.

We publish quite an elaborately illustrated book, which is printed on the best of paper and tells in an interesting way all about Compo-board. Send for sample and copy of this book, it's free.

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*Outdoor
Decorations*

*Automobiles—
Buildings—
Floats—Etc.*

THIS book is called "Outdoor Decorations" and contains a collection of more than 100 fine engravings showing the best examples of parade and exterior decoration done by the leading decorators of the country.

If there is to be a parade in your city this summer, you will find this book a gold mine of practical suggestions. It is filled with new and clever ideas for the trimming of automobiles, floats, carriages, halls and the outsides of buildings. The schemes of decoration vary from the simplest to the most elaborate, and any of them can easily be copied by any practical decorator.

If you have any outside decorating to do, this book will prove a wonderful help—you can't get along without it.

"Outdoor Decorations"

will be sent **FREE** with every new subscription or the renewal of an old subscription to "Merchants Record and Show Window."

If you are already a subscriber to "Merchants Record and Show Window," send us \$2.00 to extend your subscription one year, and we will forward you free and prepaid a copy of "Outdoor Decorations."

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Remember that "Outdoor Decorations" is published exclusively for the benefit of subscribers to "Merchants Record and Show Window" and will not be sold at any price. Send in your order now and the book will be forwarded by return mail.

Merchants Record 431 S. Dearborn St.
and Show Window Chicago U.S.A.



THIS IS THE LOS ANGELES BANQUET MENTIONED LAST MONTH.

The prize winning show cards and photographs will then be turned over to A. J. Edgell, who will have stereopticon slides made. These slides will be shown Wednesday evening at the annual banquet.

All show cards, photographs and sketches will be displayed in one of the rooms as soon as the stereopticon slides are made.

The rules and classifications of entries were published in the last issue and these are correct with the exceptions of a few revisions that have been made by the committee. The changes are as follows:

Class No. 1—For photographs of best holiday window display—any line of merchandise.

Class No. 11—For photograph of best window display of men's or boys' hats.

Class No. 22—For photograph of best window display of corsets.

Class No. 23—For photograph of best drape of piece goods used in window or interior.

Class No. 24—For photograph of most attractive effect produced with artificial flowers or foliage in the show window.

× ×

Lecture on Lighting

MODERN Window Lighting" was the topic of an address of E. G. Redmond before the Southern Michigan Display Men's Club in the rooms of the Chamber of Commerce recently at Kalamazoo. Stereopticon pictures, furnished by the International Association of Display Men, were used in illustrating the lecture. The speaker showed where, by the use of reflectors, the modern well-

trimmed window could be made decidedly more attractive at a minimum cost through the use of high voltage lamps. He showed pictures of the 1914 prize windows of the United States where these lamps were used to prove his point. Battle Creek sent a delegation of display men to the meeting and announcement was made that the next meeting would be held in that city shortly, at which time "The Art of Draping" will be the topic of discussion.

× ×

Altoona, Pa. Banquet

THE Associated Display Men of Altoona, Pa., held the organization's first big banquet at the Colonnade Hotel. A number of prominent display men and advertising men from Johnstown were guests of honor.

The banquet was perfectly appointed, the display men taking their places in the banquet hall at 8:30 o'clock. A full course dinner was served, following which the addresses were made.

After the cigars had been lighted Mr. Charles C. Marks assumed the office of toastmaster.

The first toast was "To Our Visitors," by President Walter Werner, of the Altoona association. This was responded to by J. M. W. Yost, president of the Johnstown Display Men's Association, and who is display manager at the Penn-Traffic store.

J. F. Goebert, of Johnstown, responded in a pleasing manner to the toast, "Window Decoration," giving an excellent talk on this subject, following which came a selection by the Jewel quartet.

"Some Remarks" was the subject of a snappy talk by L. T. Stiffler, display manager of the Leopold & Bigley store, followed by a bass solo by Ernest Rudisill. A piano solo by Miss Catharine Sarger was followed by a selection by the quartet, after which Mr. Bigley, who was the principal

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OUR NEW CATALOG
 OF OUR UP-TO-DATE DESIGNS IN
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 and Puff Shades**

MAKE your windows a positive sales factor by imparting to them an attractive, made to order appearance. Our Valances will give your windows individuality—make them stand out from those of your neighbor.

Our new Catalog will suggest what you need to fill your requirements and our Service Department will supply the information on the proper proportions and designs suitable to your particular needs, without extra charge.

All materials and workmanship guaranteed. We specialize on this line and manufacture the product ourselves.

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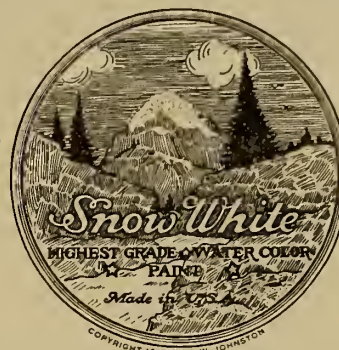
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"Special"
 for Pens
 Fine
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 and Air
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WATER COLOR SOLVES AN OLD PROBLEM

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The NEWMAN Changeable Sign system consists of a grooved backboard covered with cloth and letters are made of an ivory finished metal, provided with two lugs or grips placed in the grooves of the backboard and are removable and replaceable with extreme ease. Under ordinary careful usage these letters are durable for all time. Letters are made in five sizes, Viz:— $\frac{1}{4}$ inch, $\frac{1}{2}$ inch, $\frac{3}{4}$ inch, 1 inch and $1\frac{1}{2}$ inch.

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NEW YORK:

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CHICAGO:

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S u m m e r Decorations

This old and reliable house was never better prepared to fill the needs of the Display Man in the matter of summer decorations. We are ready to meet every need of the decorator with the kind of goods he wants at the price he wants to pay.

Our Special line of inexpensive specialties comprises a wonderful variety of flowers that make a big showing at little cost.

Everything for the Flower Parade

Send for our special prices on floral sheeting, flowers, vines and hundreds of new specialties. Our large colored catalog will give you many splendid new ideas, and will point out the way to a big saving on everything in the line of Summer Decorations.

Send for it

The Botanical Decorating Co.

504 S. Fifth Avenue, Chicago

speaker of the evening, discussed "The Survival of the Fittest."

Those present were Messrs. J. M. W. Yost, J. F. Goebert, W. E. Gillespie, E. W. Mong and C. J. Hagey, of Johnstown, and Messrs. Walter Werner, Lloyd Stiffler, C. C. Marks, Mayer Cohen, H. L. Waime, J. G. Johnson, C. D. Moore, M. G. Block, R. Halpenny, L. E. Cohn, W. H. Freeman, W. D. Dearmont, C. E. Burket, H. R. Krall, H. C. Blyler, Robert F. Engler, A. K. Kratzer, Howard Coulter and E. J. Bigley, of this city.

✻ ✻

Dallas Display Men

E. T. HELMS, secretary of the Dallas Display Men's Association, entertained members of the association at his residence, 4920 Victor street, recently, and features of the evening were the posing of Ruben Victory as a female model, and O. R. Blatt, in monologue, as "any Dallas merchant" in his relations with the display man and ad man. Refreshments were served and souvenirs distributed. Among those present were: E. T. Helms, D. Byrd Coleman, Mont Haley, J. K. Wilson, O. R. Blatt, F. A. Smith, L. A. Rogers, H. C. Lenington, C. Lyons, Orin McClannahan, W. H. Williams, F. Foryson, S. D. Leopold, D. Lee, R. Holmes, O. R. Harre, Scott Stagner, A. H. Patterson, Clyde Benton, Wilbur Marks, John Burton, Sydney Glass, John P. Bounds, J. James, C. W. Lambreth, Marshall Helms, Ruben Victory, Clyde Taylor, C. C. Leatherwood and Mr. Slaughter.

✻ ✻

Tri-City Display Men

AT the regular meeting of the Tri-City Association of Display Men April 13, an exhibition was given of show card writing which won prizes at the International Association held at Chicago last year. A special exhibit of Laud Hamilton cards was also on display. He is considered one of the best card writers in the country.

Paul H. Hinze, president of the association, appointed a committee consisting of Carl Farmerberg of Rock Island, John Bowen of Moline, Carl Mier and E. Slater of Davenport, to make preparations for a dance and an excursion to be held in the near future.

The money realized will be used to help pay the expenses of local members who wish to attend the International Association to be held in New York the first week of August. Mr. Hinze of Rock Island is a director of the International Association.

✻ ✻

Statement of the ownership, management, circulation, etc., required by the Act of August 24, 1912, of Merchants' Record and Show Window, published monthly at Chicago, Illinois, for April 1st, 1915. Editor, Thomas A. Bird, 431 So. Dearborn St., Chicago, Ill.; Managing Editor, Geo. H. Lamberton, 431 So. Dearborn St., Chicago, Ill.; Business Manager, Geo. H. Lamberton, 431 So. Dearborn St., Chicago, Ill.; Publisher, Merchants Record Company, 431 So. Dearborn St., Chicago, Ill.; owners: (If a corporation, give its name and the names and addresses of stockholders holding 1 per cent or more of total amount of stock. If not a corporation, give names and addresses of individual owners.) An Illinois corporation, Joseph F. Nickerson, 431 So. Dearborn St., Chicago, Ill.; Helen G. Curtis, Oak Park, Ill.; Geo. H. Lamberton, 431 So. Dearborn St., Chicago, Ill.; Charles A. Ward, 31 W. Lake St., Chicago, Ill.; H. C. Maley, 1317 E. 71st Pl., Chicago, Ill. Known bondholders, mortgagees, and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities. (If there are none so state.) None. Signed: George H. Lamberton, Business Manager. Sworn to and subscribed before me this sixteenth day of March, 1915. Florence L. Strickland, Notary Public. (My commission expires April 9, 1918.)

For Our Advertisers

Show Window Lighting

Good show window lighting costs no more than poor lighting. It is not the amount of current used so much as the manner in which it is used that counts. In brief, good window lighting is simply a matter of enough light, distributed where it is needed and cut off where it is not needed. In other words, the right kind of reflectors are as necessary to good window lighting as the right kind of lamps.

An exceptionally interesting booklet on Show Window Lighting has just been issued by the Pittsburgh Reflector & Illuminating Co. of Pittsburgh, Pa. It is a complete treatise on scientific window lighting and is written in a way that makes it easy for the untechnical merchant or display man to get an accurate and complete understanding of this important subject. The booklet contains a large number of interesting illustrations that help the reader to appreciate the importance of good window lighting.

"Show Window Lighting" is a really valuable book which should be in the hands of every merchant and display man. It will be sent for the asking and is well worth asking for.

✻ ✻

New Fixture Catalog

One of the most interesting fixture catalogs that has appeared for a long while is that of Hugh Lyons & Co., Lansing, Mich. It is a large, substantially made book and is a veritable encyclopedia of display devices, covering every line of merchandise. A commendable feature of the book is the manner in which it is illustrated. The pictures are engravings of the highest class, showing the different fixtures as they actually appear. Among other display devices is a remarkably complete and attractive line of wax figures in a wonderfully large range of styles. Even if he may not be in the market for fixtures at the present time, every one who is interested in any branch of display will find much of interest in the new Hugh Lyons & Co. catalog.

✻ ✻

IT DOES NOT PAY to contradict a customer flatly no matter how certain you are of being right. The customer may not mind being told that he is wrong but the chances are that he will resent it and get peevish. It's a way people have when they are in the wrong.

✻ ✻

TO PROTECT WAX HEADS when they are not in use, canton flannel bags should be made to fit over the hair and head. The arms and hands should also be protected by canton flannel bags. This little precaution will keep the wax clean and fresh for a long time.

✻ ✻

SPEED UP THE SALES FORCE. The cost of doing business has advanced so in the past few years that a quick turnover is of vital importance. Good window displays and good advertising will do much to keep goods moving, but the salesforce also must keep step with the increased pace.

Get this!
Our Bright New Catalog
and save Coin

Beizer Studio
Brushes
and Supplies
for Letterers.

Dayton
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ATTENTION — Mr. Display Man
 Individualize your Displays. Beautiful
 Exposition Scenic Paintings. All differ
 ent. Any Size. Window Cards to match
 Sample cards 7x11 and 11x14, 25c.



Show Window Valances Made to Your Order

Carrying out any design or
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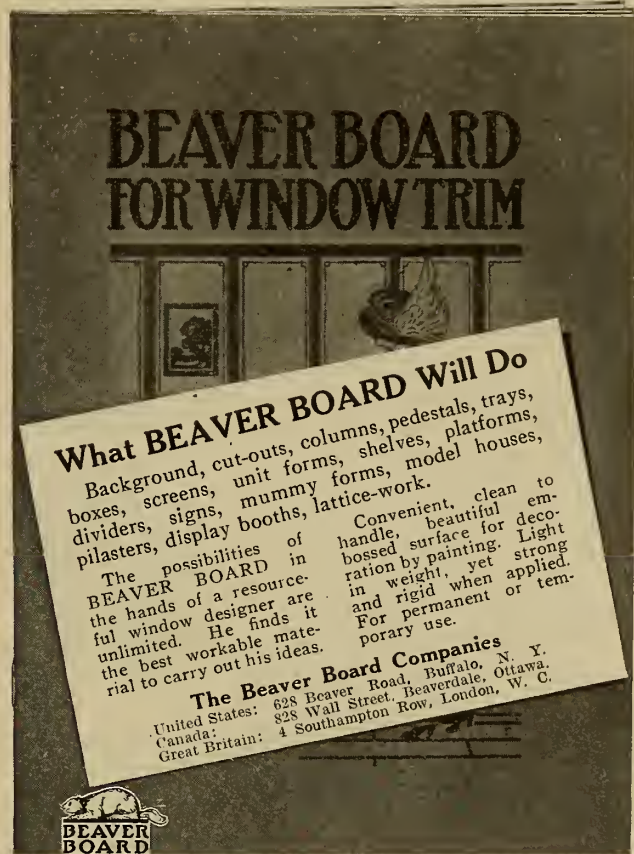
We also carry a great number of
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*Write for Portfolio of
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Background, cut-outs, columns, pedestals, trays,
 boxes, screens, unit forms, shelves, platforms,
 dividers, signs, mummy forms, model houses,
 pilasters, display booths, lattice-work.

The possibilities of
 BEAVER BOARD in
 the hands of a resource-
 ful window designer are
 unlimited. He finds it
 the best workable mate-
 rial to carry out his ideas.

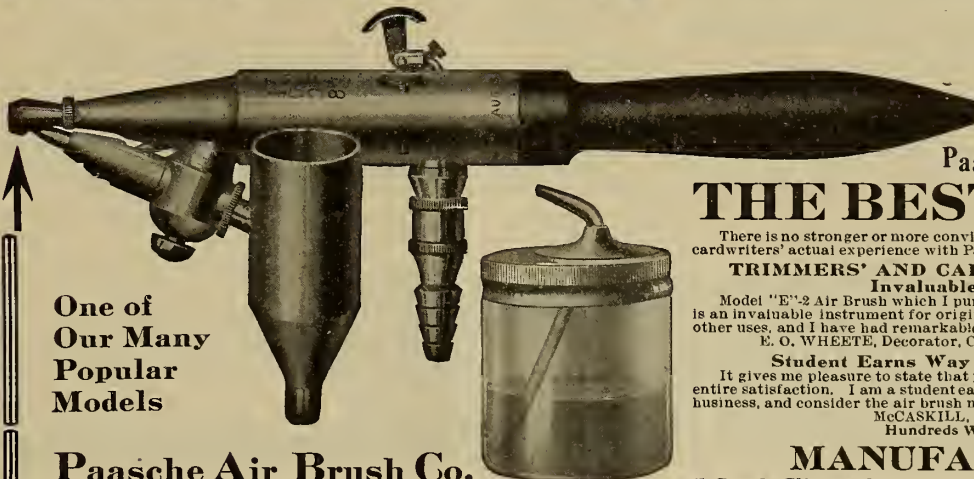
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There is no stronger or more convincing argument than the trimmers' and
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Model "F" 2 Air Brush which I purchased from you several months ago,
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Student Earns Way With Paasche Brush

It gives me pleasure to state that your Model "F" 2 Air Brush has given
 entire satisfaction. I am a student earning all my expenses in the card writing
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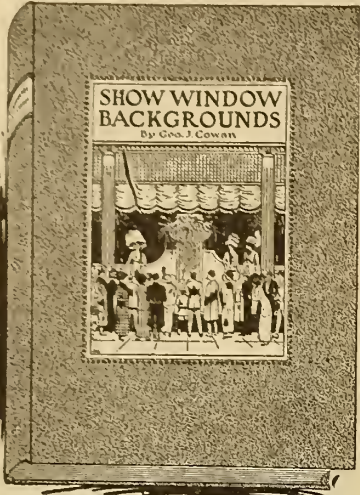
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Every background design is drawn in such a way that any one can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

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2 New Year's Windows.	2 Horse Show Windows.
8 White Goods Windows.	16 Fall Opening Windows.
1 Lincoln's Birthday Window.	2 Carnival Windows.
4 St. Valentine's Day Windows.	3 Hallowe'en Windows.
2 Washington's Birthday Windows.	5 Thanksgiving Windows.
2 St. Patrick's Day Windows.	14 Christmas Windows.
8 Spring Opening Windows.	16 Period Decorations.
12 Easter Windows.	10 Sale Windows.
6 Decoration Day Windows.	2 Bas Relief Backgrounds.
5 Fourth of July Windows.	2 Stencil Backgrounds.
7 Summer Windows.	

and a variety of general and special backgrounds, making up a total of over 150 background designs, with a number of small detail drawings. Many of the drawings are in colors.

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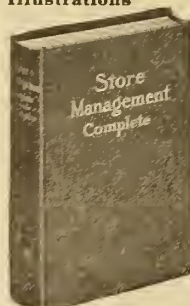
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THIRTEEN CHAPTERS

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Art of Decorating Show Windows and Interiors
\$3.50 . . half price **\$1.75**

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Sales Plans \$2.50
Half price. **\$1.25**

The contents of each and every book in the above list is clean and complete, only slight damage can be found on any book. Occasionally a cover has become slightly faded from exposure in the show window, another has a slight scratch, while the print on the cover of another may be a little imperfect, but to clean out this stock, we will accept **just half price** and upon receipt of remittance, prepay to any address any of these books ordered.

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Therefore: we and our agents and dealers hereby notify customers that deliveries will be made immediately after first shipment is received.

Accept no substitute for the patent Speed ball pen. The one stroke Wizard of Lettercraft will not be on the market until July first.

GORDON & GEORGE, Patentees, Seattle, Wash.

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Made of heavy high grade White Cardboard with Beveled Edges of Gold or Silver in a variety of shapes and sizes. *ELITE CARDS* give a touch of elegance to the article to which it is attached. Write for free samples and prices.

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For lettering pens. Will make any pen a fountain pen in a jiffy.
10c—3 for 25c. Dealers send for discount.

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COMMERCIAL LETTERING PENS—Cardwriters' and Merchants' Rapid One-Stroke Lettering

Pens for lettering off-hand your own Show Cards, Posters, Price Tickets, etc. It is easy to do **Rapid, Clean-Cut Lettering** with our Improved Lettering Pens.

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American Reflector & Lighting Co.
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You Can Do Better Work With the Fountain Air Brush



The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

The Original Pencil-shaped Air Brush

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

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New Sun-proof Non-clog Water proof Air-Brush Ink, 1/4 Pint, any color....	.25

These prices are made to make your acquaintance. We will include our 100 page catalog with every order. Whether you order or not, don't forget to send for the catalog. It is the most complete of its kind ever issued. Everything listed at Before the War Prices. Address,

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OFFICES & SHOWROOMS 322-324 SHAWWALD ST.
DETROIT MICH. U.S.A.

Cardwriters Pure Red Sable One Stroke Flat Brush

*For a clean stroke letter
it has no equal.*

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.

Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

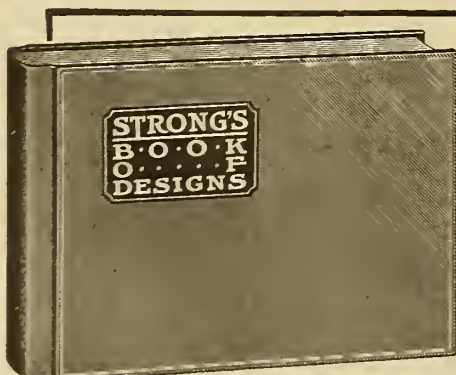
Special Brushes

For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1915 Folder showing full line at a glance.

Now Ready

J. F. Eberhard & Son
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Handsomely bound Leatherette Cover.
Size of cover 8 1/2 x 10 1/2, lettered in gold.

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A Masterpiece of Ornamental Art,
Contains Over 300 Designs,
200 IN COLORS

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The price of Strong's Book of Designs is only \$3.50 Shipped Postpaid on Receipt of Price.



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Wants, For Sale, Etc.

All Notices under this Department, \$1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

POSITION WANTED—A-1 window trimmer and "cracker jack" cardwriter; 8 years' experience with dry goods and men's wear. Good habits; 25 years old; single. Written references with first reply. Samples of work. Report at once. Address Box 251, care Merchants Record and Show Window.

POSITION WANTED—Class A department store display man, now employed far West, wants change position; more responsibility; Central States or Middle West, or anywhere salary is sufficient. Samples of work. References on request. Address Box 250, care Merchants Record and Show Window.

WANTED—Window trimmer salesman; one who has had thorough gents' furnishing or general store experience; a man who has made himself generally useful dressing windows and store and making sales in small city. We want a live wire representative in every state, a man who knows and can advise merchants of their errors in window and store dressing. We want such a man to represent us to sell the best that's produced in display fixtures, forms and wax figures. Exclusive territory—liberal commissions. Address Box 1, care Merchants Record and Show Window, 154 Nassau St., New York, N. Y.

SPLENDID opportunity for men to learn window trimming and show-cardwriting. Pays \$20 to \$50 weekly. Positions secured. Most practical school. Catalogue free. Easy payments. Twin City School of Window Dressing, 17 South 7th St., Minneapolis, Minn.

FOR SALE—An elaborate window setting used by Mandel Brothers, Chicago, last spring that originally cost \$1,200. Will sell complete with grills, heavy silk draperies and floral decorations, all in excellent condition, for \$200. Photographs and complete description sent on request. Wurzburg Dry Goods Co., Grand Rapids, Mich.

CARD WRITERS—Before you order your next brushes, send for our large 48-page catalogue, which is full of valuable information for card writers. Enclose 2c stamp to Desk M. The Card Writers' Supply Co., Galesburg, Illinois.

WESTERN POSITIONS open throughout Rocky Mountain and Pacific Coast states for window trimmers, card writers, advertising men; also for salesmen and department managers in dry goods, clothing, shoes and all lines of general merchandise. Attractive salaries. Write for information. Business-Men's Clearing House, Denver, Colo. Southern Branch Office, Albany, Ga.



HOW TO DO IT—FREE

LEARN THE PLASTER PARIS ART

The entire subject pertaining to this art is fully covered. How to make the original models as well as casting the various designs.

This profession will bring you hundreds of dollars as a side line. Any person can do it. Full particulars including an Elite pencil sharpener free.

THE IRABAR CO.
HARRISBURG, PENNA.

Work Done on the Premises

Renovating and Repairing

SAM. E. GUMBINNER, WAX FIGURE ARTIST

Oil Colorings—Lasting

1 Visit All Sections of the United States Semi Annually

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Endorsed by the
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NEW YORK CITY

Index to Advertisers.

"Advertising World"	60
"Air Brush Designs"	00
American Lithographic Company.....	61
American Luxfer Prism Company.....	3
American Reflector and Lighting Company.....	61
"Annual Prize Contest".....	00
"Art of Decorating".....	60 and 65
Art Window Shade Company.....	57
Associated Advertising Clubs.....	41

Baldwin, J. L., & Co. (Cash and Package Carriers)	1
Baumann, L., Co.	51
Beaver Board Companies.....	59
Ber-Zer Studio.....	59 and 61
Botanical Decorating Company.....	57

Campbell Art Company.....	49
Chicago Artificial Flower Company.....	51
Chicago Display Managers' School.....	46 and 47
Chicago Mat Board Company.....	4
Compo-Board	55
Curtis-Leger Fixture Company.....	Back Cover

Daily, Bert L.	49
Detroit School of Lettering.....	62
"Draping Book"	64
"Dry Goods"	48

Eberhard, Joseph F., & Son.....	62
Economist Training School.....	45

Feldman, Leo A., Fixture Company.....	53
---------------------------------------	----

Gordon & George.....	61
Gipe Store Service Sales Company.....	4
Gumbinner, Sam E.....	63

"Hardware Window Dressing".....	60-65
Hartwig, Joseph, Co.	53
How to Get Trade.....	65
Hurlock Bros. Co.	61

Illinois Show Case Works.....	2
Irabar Company	63

Johnston, J. W.	57
Johns-Manville, H. W., Co.....	Inside Front Cover

Kawneer Mfg. Co.	3
Kempf, Van Dresser Co.	40
Koester School, The.....	43

Lyons, Hugh, & Co.	2
-------------------------	---

National Card Mat and Board Co.....	61
Newman Mfg. Co.	57
Newton Automatic Shading Pen Co.....	61
Northwestern Compo-Board Co.	55
Norwich Nickel & Brass Co.....	Inside Front Cover

Ohio Suspender Co.	51
Outdoor Decorations	55

Paasche Air Brush Co.	59
Palmenberg's, J. R., Sons.....	53
Piqua Bracket Co.	4
Pittsburgh Reflector and Illum. Co.	5

Quincy Show Case Works.....	5
-----------------------------	---

"Sales Plans"	60-65
Schack Artificial Flower Co.	6 and 7
"Show Window Backgrounds".....	60
Sketches of Backgrounds.....	64
Smith, Winfield H.	61
"Store Management" Complete.....	60
"Strong's Book of Designs".....	62

Thayer & Chandler (Fountain Air Brush).....	62
---	----

Wants, For Sale, etc.	63
Welch Mfg. Co.	8
Wilmarth Show Case Co.	8
Window Decorative Works.....	59
Wold Air Brush Art Shop.....	61

KOESTER SCHOOL BOOK OF DRAPING



By

GEO. J. COWAN and WILL H. BATES

A Complete Treatise on Draping in all its Branches

Nearly 500 pages illustrated with over 1000 drawings and photographs

By Geo. J. Cowan, Will H. Bates, Albert A. Koester, and scores of others of the best informed men on draping in the country.

This Book Contains Instruction on the Following:

Early History of Draping
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Louis XVI. Drape
Wall Drapes
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Bolt Drapes

Furniture as Draping Fixtures
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Flower Drapes
Use of Accessories
Drapes for Tailors
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Japanese Drapes
Over 100 Complete Windows
Fashion Doll Drapes

Over 1000 Drapes

This Book is invaluable not only to every window trimmer, but to every merchant and dress goods man who is interested in greater sales of yard goods.

The Dress Goods Man Needs This Book Too

It shows the dress goods man how to drape all yard goods in the window, on the counter and in the store interior. Where the dress goods man is responsible for the appearance of his stock, he will find this book a wonderful help.

This is the only book published on this subject in the world. You can't afford to be without it, if you are at all interested in the sale and display of yard goods.

Printed on fine calendered stock, with some of the illustrations printed in two colors. It is substantially bound in maroon silk with white poster cover design. Nearly 500 pages and 1,000 illustrations.

Sent Prepaid Upon Receipt of \$3.00

Book Dept.

The Merchants Record Co., 431 S. Dearborn St., Chicago



THIS book has taken a great stride in advance of all other books, because it takes up in consecutive order every medium used for making show cards, and gives complete information on the medium, complete sets of alphabets made by this medium and sets of completed cards.

Faust's Book contains 63 Instruction Plates, 72 Full Page Designs, more than 100 Alphabets, 32 Sets of Numerals, 163 Examples of Show Cards, 110 Illustrations of Brush Work, Numerous Illustrations of the work of the different Pens, Air Brush, etc., etc. Show Cards by Experts for all seasons of the year.

The book opens on the end, as per illustration above, it is 6x10 inches in size and contains 112 pages. Paper cover, (imitation leather), \$1.25. Heavy board cover, bound in silk cloth, \$1.75. Sent postpaid to any address upon receipt of price.

MERCHANTS RECORD CO.

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Plan Your Spring Windows from This Portfolio



Twenty-two Full Page Drawings fully described

By M. P. Staulcup

Practical and Economical Decorations

Price Only \$1.00 Postpaid

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- { Successful Retail Advertising..... 2.00

SENT POSTPAID ON RECEIPT OF PRICE.

THE MERCHANTS RECORD CO., CHICAGO



Valance No. S. K.

SHOW WINDOW VALANCES

Select the valance illustrated on this page which best suits your requirements and let us give you an estimate for equipping your store front. The designs shown here and many more are illustrated in ACTUAL COLORS in our Valance Catalog. We will send you a copy if you will give us the measurements of your windows—draw a rough floor plan if convenient.



Valance No. S. A.—Patented 1914

This is a "neutral" design and is suitable for every character of store. May be made in any combination of colors of fabrics. Materials illustrated are mission cloth body and broadcloth applique.



Valance No. C. L.—Copyrighted 1914

No. C. L. is another of our most popular patterns of dignified and distinctive design. Applique design may be worked in any suitable color, initials or monograms in contrasting shade.



Valance No. S. S.—Copyrighted 1914

This classical design is carried out on a body of sun-fast velour, applique in poplin, gold braids and gold cloth. It is an extremely rich and exclusive valance designed for high class stores. The same design may also be made of less expensive fabrics.



Valance No. S. L.—Copyrighted 1914

A self-toned drapery of unusual beauty, especially suitable for Women's Wear stores. Body is of ecru linen with design worked in special braids. End panels are mounted on lace net squares.



Valance No. S. R.—Copyrighted 1914

No. S. R. is an unusual and very effective valance. The border is of tan poplin with panels of printed tapestry. Initials, rosettes, motifs, etc., are in solid embroidery.

This valance is especially suitable for furniture, rug or house furnishing stores.

CURTIS - LEGER FIXTURE CO.

237 West Jackson Boulevard, Chicago

MERCHANTS RECORD AND SHOW WINDOW



Ye Olde Time Store

CHICAGO



No. 8

Norwich
Predominate
Fixtures are

We welcome an



No. 411

Fixtures
Where Good
Appreciated

inspection of the line



No. 84

and all display men attending the convention this summer should be sure and visit our exhibit. In the meantime send for a copy of our catalog. It will interest you.

The Norwich Nickel & Brass Co.

NORWICH, CONN.

New York
712 Broadway

—Salesrooms—

Boston
26 Kingston St.



LORD & TAYLOR'S
NEW YORK



W. H. BLOCK
INDIANAPOLIS, IND.



SAKS COMPANY
NEW YORK



How Will the Passersby Feel When They Look Into Your Window Tonight?

We say "window" first because there is where your goods must tell their own story. But the same arguments apply to your show-cases. Is the lighting equipment featuring the texture, the quality, the lovely colors of your merchandise? Is it doing your selection justice. This does not mean brilliance necessarily—but a scientifically planned illumination which gives every attraction of your display a chance to talk in its most coaxing tones. You can make your show windows and show-cases real selling factors by installing

Frink & J-M Linolite Systems of Lighting

A system designed primarily for your use. The Frink & J-M Linolite systems are so designed that the merchandise seems to glow of its own color. It makes a show window or show-case catch even the wandering attention of the passer-by. If you are not among the 30,000 users of the Frink & J-M Linolite Systems—ask your Lighting Company about it, or—if you please, write for our booklet "Modern Store Illumination." Nearest Branch has it.

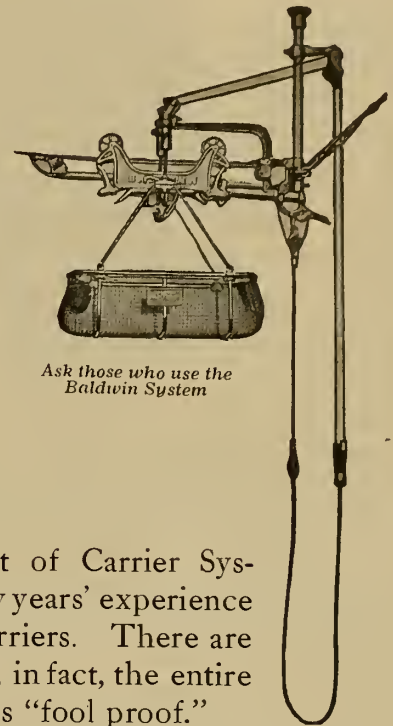
H. W. JOHNS-MANVILLE CO.

Atlanta	Buffalo	Cleveland	Detroit	Kansas City	Memphis	Newark	Omaha	Portland	San Francisco
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THE CANADIAN H. W. JOHNS-MANVILLE CO., LIMITED—Toronto—Montreal—Winnipeg—Vancouver

YOU HAVE TO LIVE

with your Clerks and Carrier System and it is well to have both working smoothly and harmoniously, in order to give your customers quick service, which is demanded in these days of keen competition.



Ask those who use the Baldwin System

The Baldwin Flyer CASH AND PACKAGE CARRIER

is the highest development of Carrier Systems; a result of over twenty years' experience specializing on wire-line carriers. There are no parts to get out of order, in fact, the entire construction is so simple it is "fool proof."

It is the greatest advance in carrier construction in years and when equipped with our

Ball-Bearing Wheels

and "no tear" rim Baskets you will have a system with no "come backs."

Baldwin ball-bearing wheels are made right—no oil is required, nothing to damage goods and collect dust.

Our Over-Shoot

operates to the second floor into the most remote corner, as it will turn a curve after it gets up there, if necessary; can be sent with great speed easily, and is noiseless.

Our Up-Shoot

is the reverse of our over-shoot. These are the only **successful** carriers of their kind and require no added expense for power.



Investigate the most important part of your store equipment

Do your carriers need overhauling? See what Baldwin can do for you on an exchange. Don't be bothered with defective store service. Baldwin Carriers will give you absolutely the most perfect service possible to obtain.

Write us today

See our latest improvements

James L. Baldwin Carrier Co.

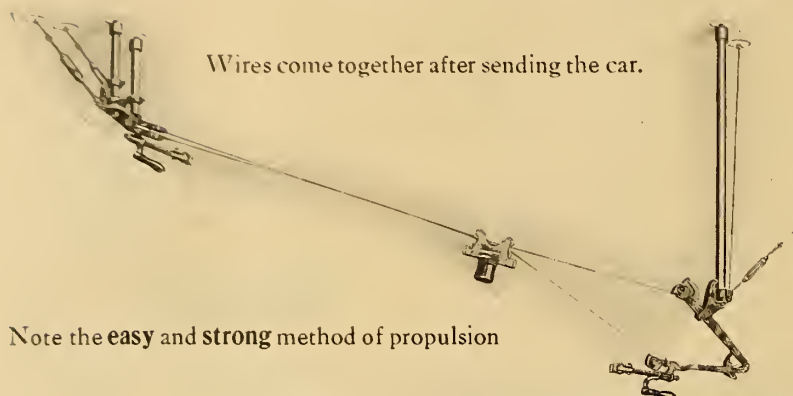
352 W. Madison St., Chicago

One Block East of New Northwestern Railroad Station

Agents in the Principal Cities—Address Home Office

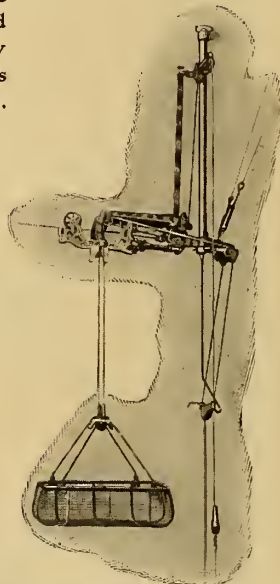
GREAT REDUCTION IN PRICES

For A Limited Time, To More Quickly Introduce the Latest and Most Improved
Cash and Package Carriers



There is a Gipe Carrier to meet every possible requirement; no store too large, nonetoo small to be successfully and economically equipped with this improved system.

THE ONLY
SYSTEM
which
COMPLETELY
Fills the bill.



The Gipe Store Service Sales Co., Chicago, Ill.

Beloit, Wis., March 12, 1915

Dear Sirs:—It is now over one year since we had the nine Gipe Cash Carriers installed in our store, and we are well pleased and satisfied in every way. They are always ready and never have a breakdown or cause any delay.

We recommend them and will probably want some more, and if we do we will let you know.

Very truly, E. L. CHESTER CO.

Gipe Store Service Sales Co., Chicago, Ill.

Rockford, Ill., Feb. 23, 1915

Dear Sirs:—Enclosed find draft to pay for the twelve Station Package Carrier Service which you installed in my store. We are pleased to state that everything is working very satisfactory, and our general repair man who has kept close watch of the working out says he does not see how it can go wrong.

Yours truly, A. C. DEMING.

Every Carrier Fully Guaranteed.

GET OUR PRICES and you will adopt the right system.

Gipe Store Service Sales Company 715 Medinah Building Chicago, Ills.

Right Out in Front

That's where our outdoor display cases put your merchandise. In the Summer when most of the world is on the street is the time to employ every means possible for showing your goods.

Outdoor Show Cases

No matter if you have an abundance of show window frontage, you have a place where one or more of these cases will pay for itself in a very short time—if your store has a narrow front, one of our stock or especially designed-to-order cases should be an absolute necessity.

The illustration herewith shows but one of our many styles and sizes. We can furnish anything either stock or special in outdoor and interior show cases. "Built in the Lyons' way." Better write us while the subject is on your mind.

We Also Manufacture

Everything in Metal and Wood Display Fixtures, Papier Mache Forms, Wax Figures, Clothing Cabinets, Triplicate Mirrors, Window Dividers, Store Stools, etc.

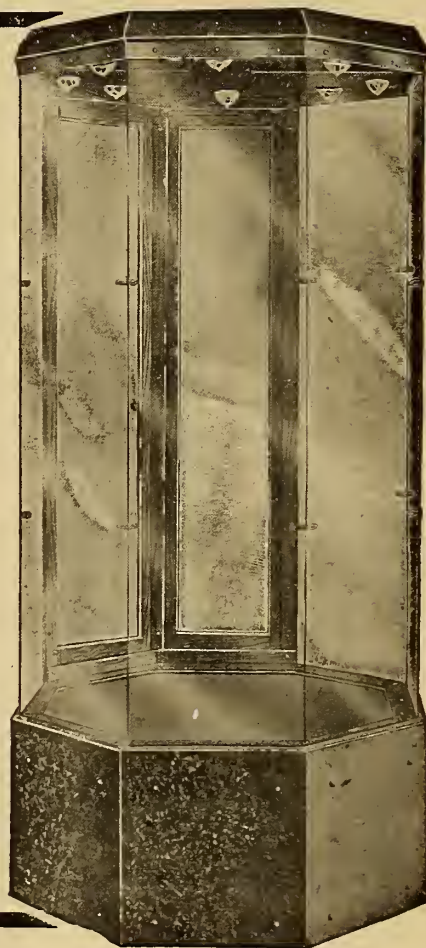
Write for Catalogues and Prices

Hugh Lyons & Co.

802 E. South Street

Lansing, Mich.

New York Salesroom, 35 W. 32nd St. Chicago Salesroom, 313 Jackson Blvd.

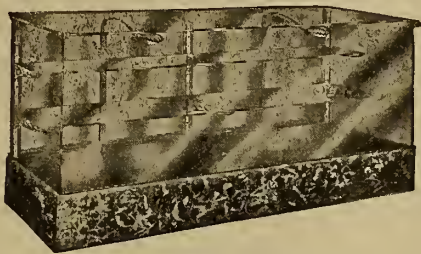


Turn Stocks Faster

By Using

Quincy Special Show Cases

One of which is shown right here



Are you in the market for show-case equipment? The only thing we would like to suggest is that *when* you are, come to show-case head-quarters. We have had years of practical first-hand experience in dealing with just such problems as the ones you are up against.

We can give you the right appliances for any one department—or for every department in the store.

Our new 190-page Catalog Number 22 ought to be within easy reach. If it isn't, drop us a line today—a copy of this excellent show-case manual will be sent you immediately.

Quincy Show Case Works Quincy, Illinois

Pittsburgh, Pa., 949 Penn. Ave.
Jacksonville, Fla., 116-118 E. Forsyth St.
Wichita, Kans., 301 Beacon Bldg.
Oklahoma City, Okla., 208 N. Robinson Ave.



This Booklet

will interest every DISPLAY MAN and STORE MANAGER. It covers thoroughly, in a simple, practical way, this important subject. Fully illustrated, showing effects of different forms of lighting. You will READ it—you will FILE it for reference.

A Copy on Request



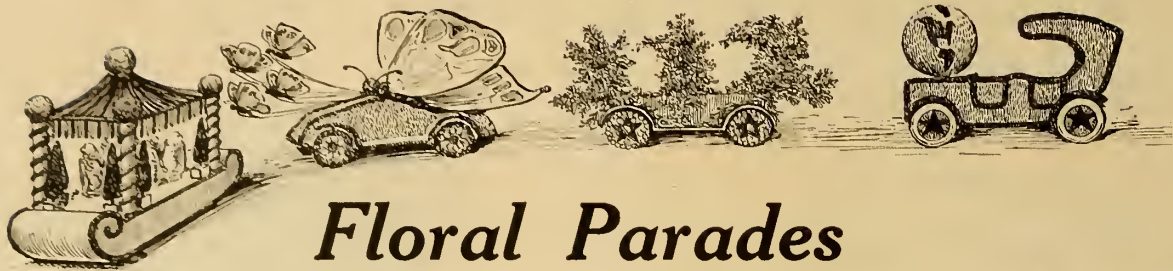
The Rosenbaum Co., Pittsburgh

one of the latest modern and up-to-date department stores, after thorough and exhaustive tests, selected from all others, "PITTSBURGH" REFLECTORS for their 26 windows. As an example of lighting, these windows are unexcelled, if not unequalled, in the world.

PITTSBURGH REFLECTOR & ILLUMINATING CO.

3117-3119 Penn Ave.

PITTSBURGH, PA.



Floral Parades

Baumann specializes in all materials for the decoration of Automobiles, Floats and Booths. Well made decorations, and careful coloring help materially in your winning prizes and getting most attention to your decoration.

The Most Instructive FLORAL PARADE BOOK ever issued will be sent you FREE

Baumann's Floral Parade Book is something entirely new in the way of instruction for decorating automobiles and floats.

No expense has been spared to make this book a most helpful treatise on Floral Parades.

The main section of the book is given over to illustrations of some of the finest decorated automobiles. All size machines are shown, along with instructions of how to go about and trim your auto. Full data and estimate of materials are furnished with each illustration, giving you information and price of that particular kind of decoration to your machine, no matter if yours be small, medium or large.

Besides the illustrations of trimmed automobiles there are many illustrations of flowers and other decorations.

SEND FOR THIS HELPFUL BOOK TODAY

Every Merchant and Window Display Man should get this book now so he can start at once to make a study of what is best for him to plan out for the store's use when local celebrations occur.

This will be a big year for street decorations on account of Panama Fair, Prosperity Week, etc. *All These Hundreds of Ideas are FREE. Send for them today.*

L. BAUMANN & CO.

357-359 W. Chicago Ave.

CHICAGO, ILL.



Wistaria Blossom

Made of tissue paper, solid colors or shaded. Makes a very beautiful decoration for your auto or float.

Price, 50c a dozen, \$5.00 a gross.



Fleur De Lis

Made of crepe paper in solid colors or shaded.

Price, 55c a dozen, \$5.50 a gross.

On stalks 5 ft. high, with 6 flowers and 18 leaves. 60c each, \$6.00 a dozen.

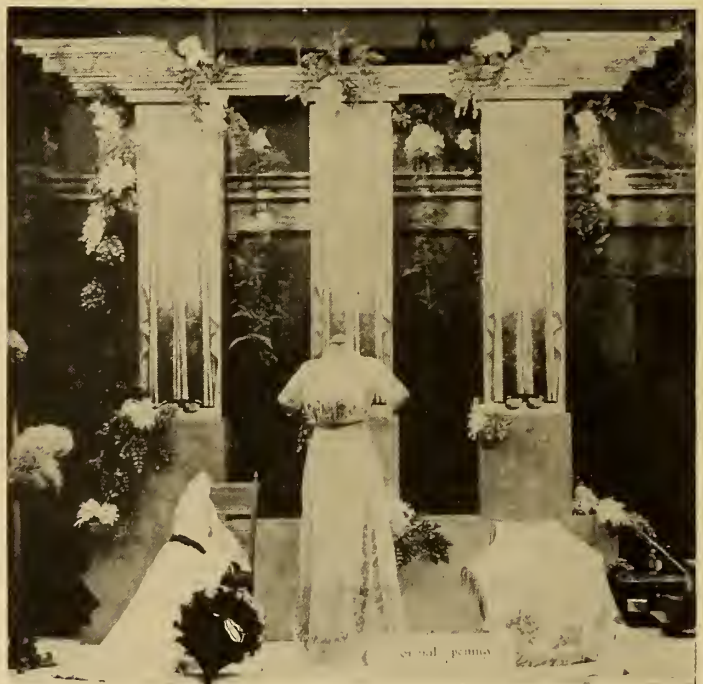
Compo-Board for Show Window Backgrounds

Compo-board is built with kiln-dried wood slats, as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or card-board.

Compo-board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-board is not affected by heat or moisture, consequently, will not warp, buckle or split.

We publish quite an elaborately illustrated book, which is printed on the best of paper and tells in an interesting way all about Compo-board. Send for sample and copy of this book, it's free.

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Note the Lifelike Features and Pose



One of my many models

Artistic Parisian Wax Figures and Forms

PIERRE IMANS

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We are exhibiting at San Francisco three scenes representing:

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(THE MONTE CARLO TERRACE)

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(THE CASINO AT VICHY)

With 60 new models of wax figures especially created for that exhibition.

Illustrated Catalogue No. 24 Free

Orders received through the medium of Paris Commission Houses

Packing Guaranteed

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PARIS, FRANCE



Are Your Shelves Like These?

Baines' Adjustable Shelf Brackets

Produce a system of shelving as illustrated herewith. Adapted to almost any goods.

NOTE the long continuous and straight line of shelving with absolutely no obstructions, also observe, please, that each shelf is adjustable.

Send for full particulars

**100 Per Cent for Appearance
30 Per Cent More Capacity**

**PIQUA BRACKET CO. PIQUA
OHIO**



Crescent Window Cards

Changeable
Panels

Beveled Edges

Heavy Board

No. W 5—Green Japanese Veneer Frame
White Cloud Panel—Red Background
Size 19½x24

Attractive Colored Cards for All Occasions

A selection of assorted colored boards from our line always put the window trimmer in position to have a popular tinted card for all occasions, to furnish the desired effect for an attractive window. All weights and finishes.

Send for New Sample Book and
Circular No. 18A

Chicago Mat Board Company

Manufacturers

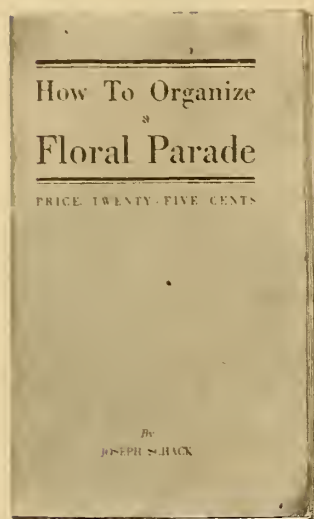
664-666 Washington Blvd.

CHICAGO

::

U. S. A.

EVERYTHING FOR



We are specialists in Floral Parade work to which we have given years of careful study. Our wide experience covers every detail in the organization and management of Floral Parade for all occasions.

We have also studied in detail every branch of the decoration of automobiles and floats and we are thoroughly familiar with every requirement in this line.

All of the information we have collected on this subject has been carefully compiled and published in the form of two books (with supplements). These books contain all the information there is to be had as to floral parades and they will be sent to you free upon request.

How To Organize a Floral Parade

This is a book of 32 pages that explains fully and clearly just how to organize and manage a Floral Parade. By following its directions the parade can be handled easily and made a big success. It tells how to start the movement—how to appoint committees and what their duties are—how to classify cars—how to collect money for prizes—how to award the prizes and every other detail from beginning to end. All who may be interested in Floral Parades should certainly have this book.



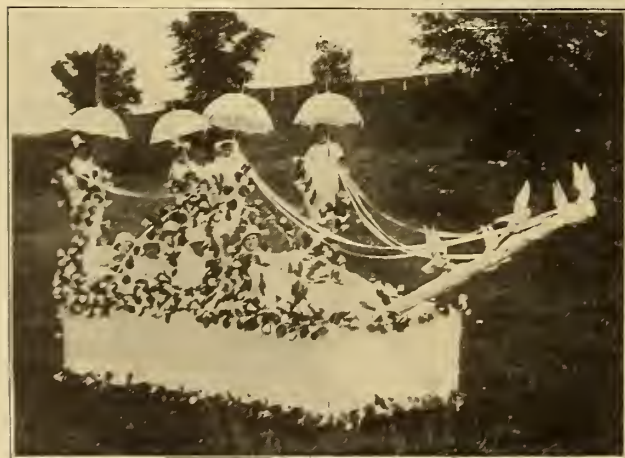
Schack's Floral Parade Book

This is a wonderfully complete guide for the parade decorator. It contains 400 beautiful illustrations of the best examples of decorated automobiles and floats that have appeared in Floral Parades in recent years. Most of them are prize winners. The pictures are fine and clear and will serve as a guide to the decorator. All are described.

No other book like this has ever been printed. It shows every kind of decorated vehicle from a big truck to a small pony cart. There are so many good ideas that the decorator can easily find something that will suit him perfectly, no matter how much or how little he has to spend. The best decorators in the country have contributed their ideas to make this a wonderfully valuable book.

Key to Schack's Floral Parade Book

This is a little booklet giving an approximate estimate of the cost of decorating the 400 autos and floats shown in Schack's Floral Parade Book. It will be found of much practical value as it will enable the decorator to tell at a glance just about what it will cost to decorate a car in any style. If you have not received a copy of this Key, send for it at once—it will help you to make more money this summer.



Flowers for Parades

Our wide practical experience in decorating for parades has taught us just what is needed to give the greatest results for the money. For this class of work we have a splendid collection of flowers, vines and hundreds of other specialties that make a big showing for a little money. These goods are designed especially for parade decorations and their effectiveness is proved by the hundreds of prizes they have won. Practically all of the leading parade decorators use Schack flowers.

Send for these Free Books Now.

Schack Artificial Flower Co.
1739-41 Milwaukee Ave. CHICAGO

FLORAL PARADES

There is money in a Floral Parade if it is handled right. It will help to interest your customers in their own town and will advertise your town throughout the surrounding territory—this will help to keep regular trade at home and will also bring in new trade.

For the display man the Floral Parade offers an opportunity to pick up some extra money in an easy way. If a Floral Parade has not been planned for your town this summer, get busy and arrange for one. It can be handled very easily and you will have the co-operation of every business man in the city.

Send for the free books described on the opposite page and you will find in them all the information that is necessary to make a Floral Parade a success. They tell you fully about every step that is to be taken—from start to finish.

No matter how small your town may be, you will find it an easy matter to arrange for a parade. When you read the book "How to Organize a Floral Parade" you will see at once what a simple matter it is. Send now for these books and read them carefully.



This is Excello, Patented May 9, 1911, No. 992068,
the original floral sheeting invented by Jos.
Schack. All others are imitations.

Our Big Fall Catalogue

For the coming fall season we have the best line of decorations we have ever offered and that is saying a good deal. We have a large number of new Schack specialties that have never been seen before and which will meet with the enthusiastic approval of the progressive display man who is on the lookout for something new. Our Fall Catalog will be ready July 10. Send us your name now and you will be one of the first to get a copy of this interesting book.

**Don't Fail to Visit the Schack Studios Whenever
You Are In Chicago.**

Cars Decorated With Excello Capture the Prizes.

Schack's Excello is the greatest invention that has ever been produced for decorating autos and floats.

Excello is floral sheeting in pieces of 1 yard square. It looks like a mass of rich chrysanthemums but has a beauty of its own that cannot be imitated. It is very flexible and can be fitted to any shaped surface and is so soft it will not damage finish of finest car.

Excello is so easily applied that it can be put in place in a fraction of the time required for flowers, etc. Any amateur can use Excello and get fine results. Compared with flowers it is very inexpensive.

Excello is made in all colors and white, which can be tinted in any shade by the decorator. Any kind of flowers can be used with Excello.

Price, per square yard, any color.....\$1.00

Send for Free Sample.



Schack Artificial Flower Co.
1739-41 Milwaukee Ave. CHICAGO



**JUNE
20-24**

**ELEVENTH-ANNUAL
CONVENTION
A·A·C·of·W.
CHICAGO -- 1915**

*For special information
address CONVENTION COMMITTEE
Advertising Ass'n of Chicago
Advertising Bldg, 129 Madison Street.*

CHICAGO

SPECIAL PRICES

For Floral Parade Decorations

Is there to be a flower parade in your city this summer? If there is you will be interested in the special low prices we are making on flowers and all other kinds of outdoor decorations.

We have a large and varied line of paper flowers and other specialties for decorating automobiles and floats. These goods are fully up to the high standard of all Botanical products and are guaranteed to give perfect satisfaction. However, they were made in large quantities especially for parade work and we can afford to sell them for considerably less than the usual prices.

If you are going to do any parade decorating, we can save you money. We would like to have you compare our goods and prices with those of any other dealer. You will find that we have the best designs, the best workmanship and the best values on the market.

We Have What You Want at the Price You Want to Pay

May we send you our big, colored Catalog —
It's a little thing to ask for; but a big thing to get.

The Botanical Decorating Co., Inc., 504 S. Fifth Avenue
CHICAGO

Hello, Mr. Display Manager,

Description of "DRY GOODS"

"DRY GOODS" is the leading exponent of progress in the Dry Goods trade. It is the only exclusive Dry Goods publication.

It chronicles the chief events in the trade, accurately covers the markets, mirrors present fashions and points out those likely to come—all in concise form.

Its advanced ideas from European sources are alone worth the price of subscription.

Subscription Price, \$3.00 Per Year

Let's Get Acquainted!

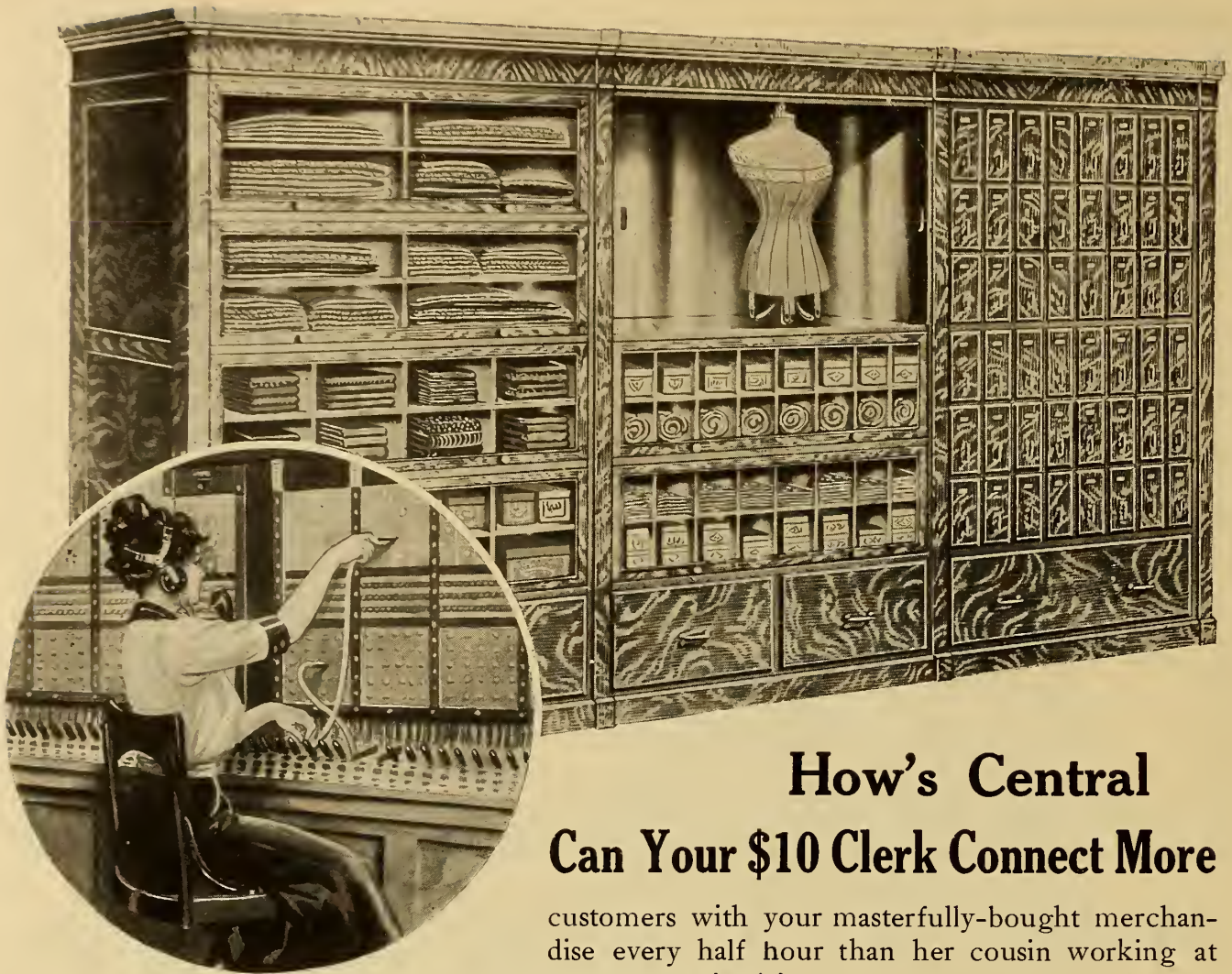
We want to see your windows, and also special interior trims, so —

Send us a photo or a drawing of your work in either window trimming or interior decoration—whether ledge trims or cases—with description and permission to publish—

And in return we'll send you a copy of "DRY GOODS," with a special subscription offer.

—ADDRESS—

Dry Goods Publishing Co., 120 W. 32nd St., New York



How's Central Can Your \$10 Clerk Connect More

customers with your masterfully-bought merchandise every half hour than her cousin working at your competitor's?

She's your operator, isn't she? And your weakest "sister," the point of contact with the half-sold prospect, and the girl whose nimble wits and fingers, whose smile and bouyancy will either cash your advertising or kill it.

But you're the man who gives her the switchboard of *sales*, who says how quickly she can show the thing asked for, whose brains plan stock-equipment for her fingers to operate. And the machine, the stock organization, the type of display that she manipulates, is going to decide whether she takes in money, or lets half-formed purchases drift out to her cousin's counter down the street. It's going to decide in a short time whether her smile and bouyancy can last all day, or be tired beyond use before the day's overhead has been earned.

This is the angle from which we have built Welch-Wilmarth store equipment. If it promises the help you want, if it reads as if we might be of use as well as sell you something, let us know in what department things are not going as they should go.

Wilmarth Show Case Co.

1524 Jefferson Avenue

New York—20 West 30th St.
Chicago—233 W. Jackson
Des Moines—Shops Building

Grand Rapids, Michigan

St. Louis—1118 Washington Ave.
Minneapolis—27 N. Fourth St.

Welch Mfg. Co.

7 Lyons Street

Helena—Harsky Blk.
Pittsburgh—House Bldg.
Boston—21 Columbia St.

Made In Grand Rapids

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

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VOLUME XXXVI
NUMBER 6

JUNE, 1915

Single Copies
Twenty-Five Cents

PRINCIPLES OF ADVERTISING

PUBLICITY MANAGER OF A BIG DEPARTMENT STORE EX-
PLAINS SOME OF THE FUNDAMENTAL RULES THAT
MUST BE OBSERVED TO OBTAIN SUCCESS—SERV-
ICE CHIEF ESSENTIAL

R. H. Durbin

With Strawbridge & Clothier, Philadelphia

ADVERTISING is not a science—not the working out of mathematical equations. It is an art—a system of rules or principles or methods worked out according to the skill of the artist for the accomplishing of certain results. Exactly what the result of any particular piece of work may be no man can tell—until the sales are footed up.

This does not mean that the line cannot be drawn between good and bad advertising, or that advertising can be safely done in a haphazard fashion. On the contrary, it demands accurate knowledge along certain lines; painstaking attention to details; careful classification of facts, conditions and circumstances in your mind and memory; a well-developed "faculty of comparison"—which sometimes appears akin to instinct. These qualifications are born of experience and hard work. And while results cannot be accurately foretold, the experienced advertiser knows to a certain degree when he has a strong, pulling phalanx of store announcements, and also can make a pretty good guess when, despite all he can do with the material obtainable, the results of his day's work will not be likely to be so gratifying. Therefore, experience and comparison are the trusty guides depended upon in the constant striving for uniformly active response on the part of the public.

KNOW YOUR STORE

I could not suggest any set of rules further than these: Know your store, its policy, guiding principles, its ideals; absorb its atmosphere; be thoroughly imbued with its spirit; sink yourself into its individuality. I am assuming, of course, a reputable store, whether catering to the higher, medium or lower class.

Know your store and know your public. And, whatever the class to which you would appeal, be truthful, be clear, be concise without meagerness of description, stick close to the merchandise. Write every word with the thought of selling goods, but at the same time you must feel in your very marrow that no word you have written is misleading, and that the goods offered will give satisfactory service.

I have said the sole aim of the advertiser is to sell goods, and, in the last analysis, that is true; but not to sell goods to those who do not need them—that is, who might later wish they had their money back. The spirit of the thing should be simply to give information—information attractively set forth—that's what advertising is. In fact, space is frequently given up to general information—regarding fashions and new things, for example—which is not in every case expected to bring immediate returns commensurate with the cost of the space.

TELL THE TRUTH

Tell the truth—tell it plainly, fully, yet concisely. Use the best language at your command; avoid slang terms and undignified phrases—you would not allow a salesman to greet a customer with, "Mr. Man, here's the overcoat for you." Then don't start your advertisement that way.

If you have unusual values to offer, do not hesitate to use vigorous language and bold display; and you can do this without shouting, and without overstating the facts. Whether you can write perfect English or not, make your meaning clear.

KNOW THE PRINTER

In the setting of your advertisement, if you are not familiar with types and their arrangement, make friends with the printer. A knowledge of printing is most valuable, however, and you should learn all you can about types.

Our advertisement usually occupies seven or eight columns. While it is always symmetrical in make-up—balanced in display features—I have never drawn a diagram. I make it up "in my head," as it were, beforehand, marking sizes of type and widths of column on the copy, and simply fit the sections together when proofs are submitted. Use cuts, of course, when you can get good ones—cuts that illustrate the merchandise.

Ninety-nine per cent of the sketches we use are drawn from the garment or other article to be illustrated, in our own advertising office, though we do not use cuts as freely as some stores—sometimes half a dozen, more frequently two or three, and sometimes none at all. For instance, we do not consider it necessary to illustrate a wash tub or a frying pan or rolling pin, as some stores do. We sketch men's and women's garments, and many other kinds of goods lend themselves to illustration in a way to brighten the page—such as sewing machines, pianos, furniture, baby coaches, etc., usually showing them in use, or with a human figure as a part of the picture. You need not make your cuts too large; three or four inches high is usually large enough for a figure, excepting, perhaps, on the occasion of some special fashion opening.

Mammoth cuts every day are wasteful—advertising space costs money, and if you educate your readers to large cuts it is difficult to break away. Thousands of dollars are unnecessarily spent for space for illustrations in some cities—Chicago, for example. It is advisable to preserve proportion in the size of the various cuts on the same page—don't have a two-inch woman in the same advertisement with a six-inch man. If you are not in a position to have sketches made especially for you, I think some of the syndicate services are very good.

HEADLINES

I would try to avoid blind headlines, as a rule. People read your advertisements, if they read them at all, for information, and it is your business to give it to them quickly and easily. I would not head a clothing ad with a display line telling what George Washington said. But there are many ways to get brightness or point in your headlines without losing connection with the goods. Give them careful thought. I remember a page we had prepared on horse show fashions—introduced and various department cards completed by our women writers, and a 48-point line needed for the top across seven columns, when this line flashes into my mind—"If Styles Were Steeds, to This Store the Blue Ribbon." And one paper used the phrase in its report of the show a day or two later, changing the word "store" to "women."

TELL THE PRICE

I would almost invariably tell the price of the merchandise advertised—everybody wants to know the price. And if the price is exceptionally attractive, I would say so, and why.

It pays to be honest, and I believe most store advertising is honest. There are exceptions, of course, but untruthful advertising can successfully appeal only to the less intelligent classes—what is called "cheap" trade. Intelligent shoppers of the great, progressive, thrifty middle to better class of people—the women in the households of the well-to-do workers of the world, know goods, know values, and can't be fooled as easily as they once could. Most store advertising is aimed at the mind and heart of intelligent women, because women buy perhaps 90 per cent of the goods sold in department stores. Of course, it is often said that men are less susceptible to the appeal of advertising—especially of bargains—than women. I doubt the truth of that. The only difference is that a man won't admit it. But the woman does the buying while the man is hustling for the price.

GOOD WILL

Some time ago at the Poor Richard Club we had a round-table discussion of the question, In what degree does good will depend upon advertising, or how can advertising be made a greater influence in the development or furthering of good will?

If you have for sale good soap, or good shoes, or good bread, or reliable merchandise, you have made the right start toward establishing good will. But the road may be uphill nevertheless, and your progress slow without advertising. If you have an unattractive package, untidy salespeople, ramshackle delivery equipment, good will is far off. To have these things attractive is the first step in creating good will. These things belong to advertising. But your advertising in the direct sense—printed publicity—if sincere and truthful and dignified, pleasant but not flippant or unduly intimate, is the surest and steadiest builder of good will. The relation of advertising to good will is much the same as the relation of your personal conduct in public to your personal reputation. One's character may be blameless, but his manner and manners unattractive or even repellant. So may a commodity be worthy, but the advertising unworthy, unconvincing, retarding the growth of good will rather than advancing it.

BACK ADS UP

I recognize newspaper advertising as one of the great factors in business development, but, as suggested in the beginning—advertising alone—powerful and productive as it is—cannot build a business.

The advertiser must provide shopping facilities that are convenient and comfortable. His merchandise must be right in every respect. Prices must be fair. Salespeople must be courteous and efficient. Deliveries must be prompt. Mistakes must be rectified without evasion. Then, when it is known that his advertising is sincere all the time, more and more people will be influenced by it. He is building for perpetuity rather than transient advantage.

Advertising tells what the store is doing—reflects the high-lights of its daily activities. Plain statement of truth and truth only. I believe the tendency is toward higher advertising standards, and that eventually the merchant who does not adhere to strict rules of honesty will fail to make his advertising pay.

§ §

THE COVEY & MARTIN CO. of Fort Worth, Tex., recently held a "One Cent Sale." It lasted two days, during which a considerable variety of articles were sold for one cent each. The event was advertised in the newspapers and by means of a special window display.

§ §

THE UTICA clothing store in Des Moines, Ia., are preparing to open up a new department in their basement where lower priced lines will be carried. All of the regular departments upstairs will have their counterparts in the basement. Luxur prism lights have been placed in the sidewalk to help illuminate the big room. Many important improvements have been made by this store recently.



Plate No. 9174—A Straw Hat Display by Carl W. Ahlroth, for the Union Company, Columbus, O.

For some unknown reason the average display man apparently has an uncontrollable desire to make his straw hat displays too fussy. In some way he manages to arrange the hats so that they can only be seen at such angles that it is impossible to tell how they would look when worn. Here is an exception to this rule. Mr. Ahlroth has arranged a very sensible and businesslike display and he has introduced into it an idea that has a merit of newness. Three large coarse straw hats were

used very appropriately as flower baskets and were filled with ferns and field flowers. There was just enough of this decoration to set the hats off properly. Another help to this display was the introduction of rattan furniture, which goes very nicely with straw hats. The floor was covered with a grass rug, and at the back along the floor was a flower box of imitation stone filled with green foliage. This is not only a handsome display, but it is an excellent selling window. It attracted much attention.

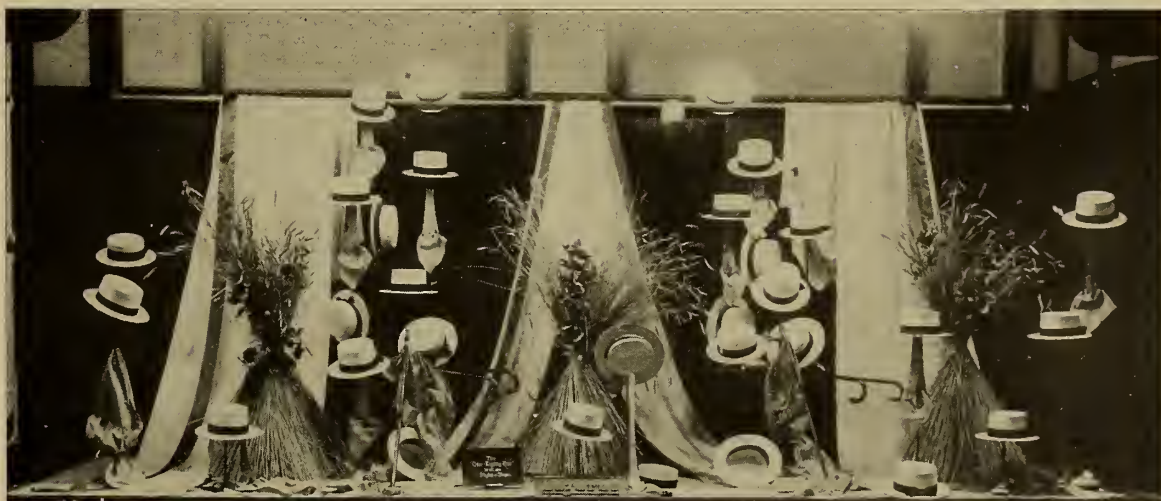


Plate No. 9175—A Display of Hats by H. H. Tarrasch, for F. & R. Lazarus & Co., Columbus, Ohio.

Here is an excellent display of straw hats with decorations carried out in tan and red. Red ribbons and poppies were used to set off the white and tan color of the straw hats and black and white ties gave a good finish to the display. The three sheaves of straw gave an added at-

tractiveness to the display, and this feature was handled much more satisfactorily than it usually is in a window of this sort. All of these hats were of one price, so a single price-card, 7x11 inches, in the foreground served for the whole display.



Plate No. 9176—A Spring Display by Arthur V. Fraser, for Marshall Field & Co., Chicago.

This picture shows an unusual lattice work effect in deep green and cream color, recently used by this store.

The massive framework was covered smoothly with velour and lattice work is trimmed with delicate foliage.



Plate No. 9177—A Music Window by Howard C. Shillito, for Wurlitzer's, Cincinnati, O.

This is a handsome setting for a music store. The panels at the back were filled with applique curtains and decorated with festoons of delicate green foliage. A

strand of this foliage was also arranged around the entire window on the floor. The other details of this display are self-evident.



Plate No. 9178—A Recent Setting by A. B. Fraser, for Marshall Field & Co., Chicago.

This is a rather poor photograph of a display of unusual richness. The framework was covered smoothly with velour and the supports were sculptured or carved

columns of modern art design. The middle space was filled with a heavy curtain. The picture does the display but scant justice.



Plate No. 9179—A Display of Lingerie by Jas. H. Addison, for O'Connor, Moffett & Company, San Francisco, Cal.

This was an exceptionally effective display, although the only decorations used was the ornamental basket placed on a pedestal in the middle and a few ferns scat-

tered about among the merchandise. The attractiveness of the showing lies in the clever arrangement of the merchandise, which was handled with unusual skill.



Plate No. 9180—A Display of Summer Dress Goods by Geo. M. Mathison, for Louis Krom, Antigo, Wis.

This window is 16 feet long, 8 feet deep and 8 feet wide. The paneled oak background was covered temporarily with a heavy dark red silk drapery fabric. The color scheme was red, green and white. White felt was used for floor covering. Three lattice-work windows painted white and air brushed in green were entwined with apple blossoms and foliage. Six pieces of summer dress goods, two trimmed hats, two parasols, silk gloves, silk breakfast caps and other similar accessories were shown.

A gown was draped from uncut materials on the full form in the middle. The foundation of this gown was white silk crepe, the skirt being made of white net and plaided flouncing and the bolero effect of white oriental lace. White silk stockings and white Colonial pumps finished this drape. Three shelf forms and two telescope stands, having curved tops, and made of composition board, were used for displaying the other dress fabrics. A vase of roses stood on the floor at one side.

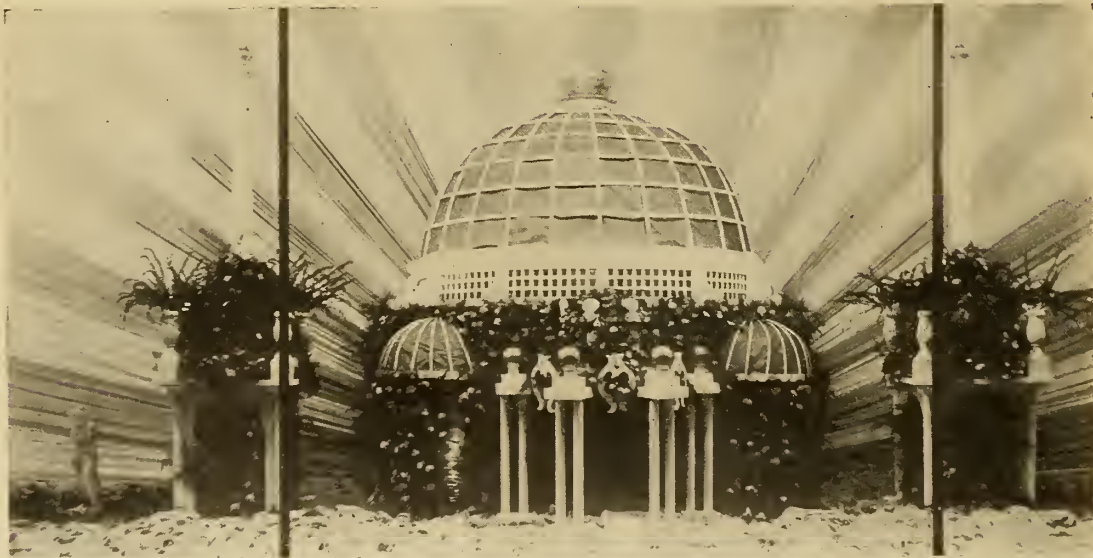


Plate No. 9181—A Special Window Display by C. W. Hills, for Rohrer-Linhorn & Co., Santa Rosa, Cal.

This is a special display that was put in upon the occasion of the Rose Carnival, which is an annual feature in Santa Rosa. The building in the picture was made to represent the Horticultural Building at the Panama Exposition and was backed by a sunburst of bunting in light green and pink, the carnival colors. The structure was done in white and the large and small domes were covered with gold paper, with 100 candle-power electric flasher

in the center and stationary 32 candle-power electric lights under the small domes. The walls were covered with pink roses and asparagus ferns. All ornaments were finished in gold. The two towers were white with top ornaments of gold, while the lower parts were covered with pink roses. On each side of the towers were miniature lakes, having statuettes in the middle. The whole scheme was white, Nile green and rose pink.

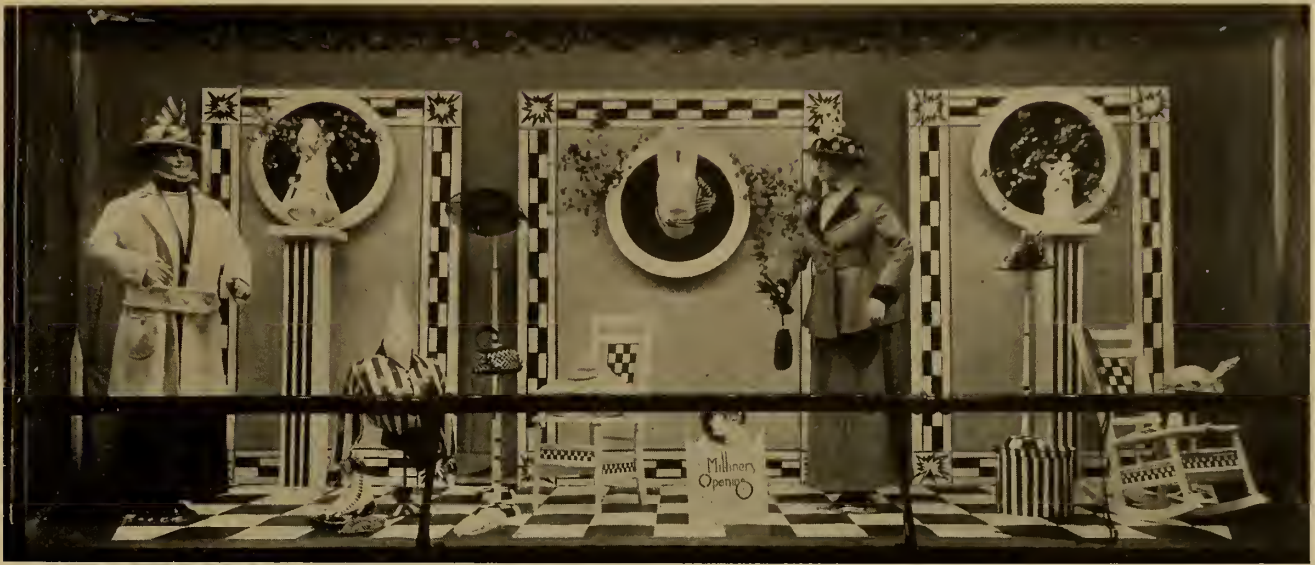


Plate No. 9182—A Handsome Window Display by Roy H. Heimbach, for Clarke Bros. Stores, Scranton, Pa.

This window was done throughout in black and white and presented a striking and highly effective appearance, which attracted all who saw it. The background was in pale gray with an edging of American Beauty roses along the top. The three large panels were of light gray with borders of black and white. The circles in each panel

had a filling of black, in front of each of which was a white ornament. Those at the sides were placed upon high pedestals in black and white. The millinery stands were done in black and white as also was the furniture, floor, cushion, hat box, and show card. All of the merchandise was in black and white.



Plate No. 9183—A Mother's Day Display by Jas. P. Blain, for Authier's, Sioux City, Iowa.

This window was decorated by Mr. Blain, who is the assistant manager of the store, on the occasion of Mother's Day, on May 9th. Its beauty and originality attracted a large crowd of admirers. The background of white was designed in the form of three thrones and above these thrones were the words "Reverence," "Love," and "Honor." The back wall of the word "Reverence" was of black crepe paper, upon which hung a portrait of Martha Washington. Below this was a tablet with the inscription, "In Honor

of Mother's Memory." This tablet was surrounded with beautiful white flowers. In the foreground reposing in a comfortable chair was a gray-haired figure, representing the living mother. She was surrounded by six figures dressed to represent the different daughters, all of whom held baskets and bouquets of white flowers. On the table at the right was a large vase filled with American Beauty roses. A long garland of miniature roses was draped about the table and back of the seated figure.

THE ADVANCE IN WINDOW DISPLAY

IMPROVEMENTS IN WINDOW CONSTRUCTION OFFER THE
DISPLAY MAN OF TODAY OPPORTUNITIES THAT
WERE NOT DREAMED OF A FEW YEARS AGO—
TWO SETTINGS IN DUOTONE

E. O. Burdg

Display Manager for W. L. Milner Co., Toledo, O.

PRE-EMINENT among the multitude of improvements and conveniences now possessed by the department store, standing, in fact, as the most modern feature and indispensable adjunct of the business—is the display front. The windows of the marts of trade have won such high favor in the estimation of the merchant and public that a great deal of attention is paid them.

All the new stores being erected are equipped fully and, as fast as possible, the old windows and fronts are being remodeled so as to give an air of "up-to-dateness" to the establishments and afford better opportunities for the display and sale of merchandise. While other nations may surpass America to the extent and variety in the manufacture of merchandise, this country leads the merchandising procession in the methods of display and distribution, due greatly to the efforts of the display man and his treatment of the store frontage.

None of us should cry about the lack of opportunities; there is a chance for all of us, as the field of window trimming is unlimited and grows greater every day. New ideas are springing up all the time for us to take advantage of and work out in the show window. It is this condition which makes the window trimming profession so interesting, as every day's

work is different and we are continually working along lines to bring out something new to make our windows the most attractive in the city.

Lest we should forget, the show window should not only fulfill its mission, which is to attract attention and arouse admiration, but should, from the taste of the display man in his selection, handling, grouping and harmony of selling, is thus made to act as a magnet to cause the desire to purchase and be the great silent salesman of the store, the one who is always on the job twenty-four hours a day. Good windows have increased faster than good window trimmers, so it's up to ever display man to make an extra effort to go to it "now."

That word "now" is a great little word, and all these "do it nows" are the little milestones on the road to success. After we pass a "now" and spell it backwards it spells "won."

NEW IDEAS ARE EVERYWHERE

Merchandise may be well bought, rightly priced and well advertised, but the real "punch" and that which puts "pep" to the business and causes a credit on the right side of the ledger is the display. The display, if properly planned and executed, strikes home and causes the exchange of merchandise for real money.

Lots of times we hear the question asked, "Where can I get new ideas for proper settings in my windows?" Ideas are everywhere and right now there is a wealth of ideas to be found in magazine covers, fashion plates, post cards, moving picture shows, billboards, etc.

DUO-TONE WINDOW BACKGROUNDS

It will be noticed in the magazine and book illustrations that a great deal of duo-tone or two-color designs are used in the decoration, and that black and

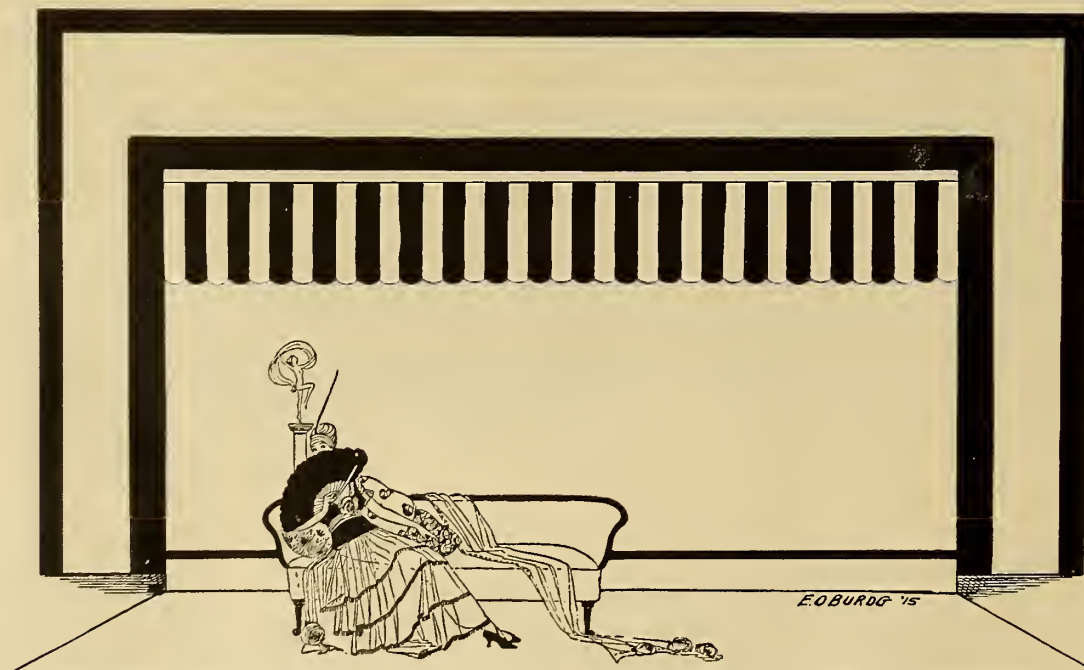


PLATE NO. 1—A SIMPLE SETTING, DESIGNED BY MR. BURDG.



PLATE NO. 2—A SETTING FOR WOMEN'S WEAR, DRAWN BY E. O. BURDG

white are strongly in evidence. Herewith we show two background settings, the outcome of ideas gained from the illustrations of one of the large street stores advertising in the newspapers.

In plate No. 1 we show an attractive and simple setting particularly adapted for the display of women's wear or millinery. This setting is constructed of composition board. Up flush with the back of the window is placed the back set-piece, which is made of composition board painted white or covered with plain white felt stretched on smoothly. This piece is then finished off as is shown, either in black paint or strips of black felt. Just in front of this piece is another setting made of composition board finished off at the top in awning effect by either painting or pasting strips of black felt, as is shown in the design.

In front and a little to one side of the center is shown a seated wax figure in evening dress. This arrangement, with the addition of a gown, hat and accessories, is all that is needed to make a very attractive and sales-getting window at very little cost. Light blue and black would be another pleasing color combination to use in this display.

In plate No. 2 we show a design a little more elaborate and one that could not fail to be a very attractive setting for any kind of women's wear. This setting is constructed of composition board and painted a gray color, or covered with plain gray felt. The setting is flanked on each end by tall decorative pilasters cut from composition board and treated in the same manner as the rest of the setting.

The center of the large set piece is framed off and the design should be painted in gray, black and white tones. On each side of the middle are panels painted in the same tones. Any design may be used and we show this just as a suggestion.

In front of the setting is a long plateau made of composition board and treated in the same manner as the remainder of the setting. This idea worked out in a series of windows would prove very effective.

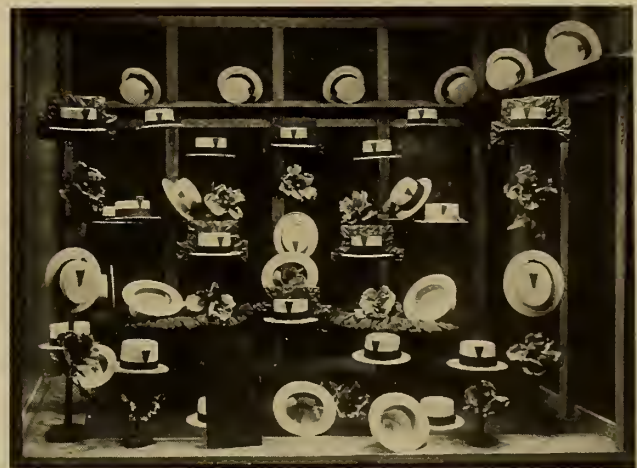


Plate No. 9184—A Straw Hat Display by Roy H. Heimbach, for Clarke Bros. Stores, Scranton, Pa.

This was an opening display of men's straw hats, the decorations being in burnt-orange and black. The panels in the back were burnt orange with squares of black. This contrast was quite strong and the color effects striking in the window display, but the color values of orange and black are so similar in photography that no contrast is shown in the picture. A show card was made to match. All of the flowers, which were large poppies, were in burnt orange, tinted with yellow and brown. Mr. Heimbach has introduced a novel idea in this display. He took six models from stock and from heavy mat board cut out a shape somewhat in the form of a hat. In the middle of this was cut out an opening into which the hat just fitted, forming a border around the outside. The mat board was covered with puffed and crushed burnt orange tissue paper. The hats were placed in these frames and set on high stands, leaving half of the hat exposed to view. This made them stand out in strong relief. The tickets were black and lettered in burnt orange. All of the stands were covered smoothly with burnt orange.



NOTE MR. ERNE'S LITTLE DISPLAY IN THE DOOR.

A Door Display

THIS PICTURE of the front of Trankle & Co. in Galesburg, Ill., shows a new idea in display. It was originated by Martin Erne, the window dresser for this concern. Mr. Erne saw in the plate glass door a neglected opportunity for making a little display that might prove effective when the store was closed. A shelf was made the width of the door and about 24 inches deep. This is hinged and made so that it will drop out of the way during the day when the door has to be kept closed. Now that the weather is warm enough to keep the door

open, the door is just swung back as far as it will go, and the display is out of the way, although it is in plain sight. Under these circumstances it practically serves as an inside show case. It attracts considerable attention on account of its unusualness. Mr. Erne changes this trim daily, as very little time is required to arrange the merchandise. A special light has been arranged to illuminate this display at night. The cost of this arrangement is practically nothing, as the display shelf was very inexpensive to install and the cost of its maintenance amounts to nothing. This idea might be used with variations in a good many stores.



Plate No. 9185—A Float Designed by A. J. Nelson and J. J. Cody, Denver, Colo.

Here is a notable float designed for an Elk Lodge in a summer parade. The design was intended to represent a gateway to Estes Park, and showed a mountain effect with natural evergreen trees, green foliage and mountain flowers. This was all constructed of papier mache. In front stood a life-sized Elk made of papier

mache and gilded. At the back of the mountain was a grotto in which two small girls sat. This feature cannot be seen in the picture. This is a great sugar-beet country and the girls distributed small sacks of sugar. This float was awarded the first grand prize in the parade. This is an excellent example of parade decoration.

A Glass Window Shelf

IN THE accompanying illustration is shown a new idea that can be used with excellent results in many small window displays. It is a secondary shelf or platform of plate glass placed at the top of the background, both across the back and end of the window. In this case hats and plumes are shown on this elevated shelf, but it could be used for displaying almost any small merchandise. The plate glass is held in position by light but sufficiently strong metal supports which are so inconspicuous so as to be practically unnoticeable. The idea of an upper shelf in show windows is not at all new. Wooden shelves have been used for a number of years in windows where display space is scant. The upper shelf offers an opportunity to add materially to the amount of merchandise displayed without unduly crowding the window.

However, there has always been the objection that the upper shelf cuts off the light from above and casts a shadow upon the merchandise beneath it. Very narrow shelves do not have this fault, but they have to be so narrow in most cases that they are of little practical value for display purposes. The glass shelf has the advantage that it permits the display of a considerable amount of merchandise, but does not interfere in the least with the lighting of the display.

The picture shown was made at night under the regular window lights and it will be noted that the flowers placed close up under the glass shelf show quite as distinctly as those in the vase



NOTE GLASS SHELF AT TOP OF WINDOW.

on the floor, although the latter are in the full glare of the lamps. This idea would be practicable with many lines of merchandise. The cost of installing a shelf of this sort should not be very great and it should soon pay for itself in the additional display space. This photograph was submitted by Mr. W. J. Buswell, Scranton, Pa. The window is one of those of the Heinz Store of that city. Mr. Buswell is display manager for this store and trimmed this window.

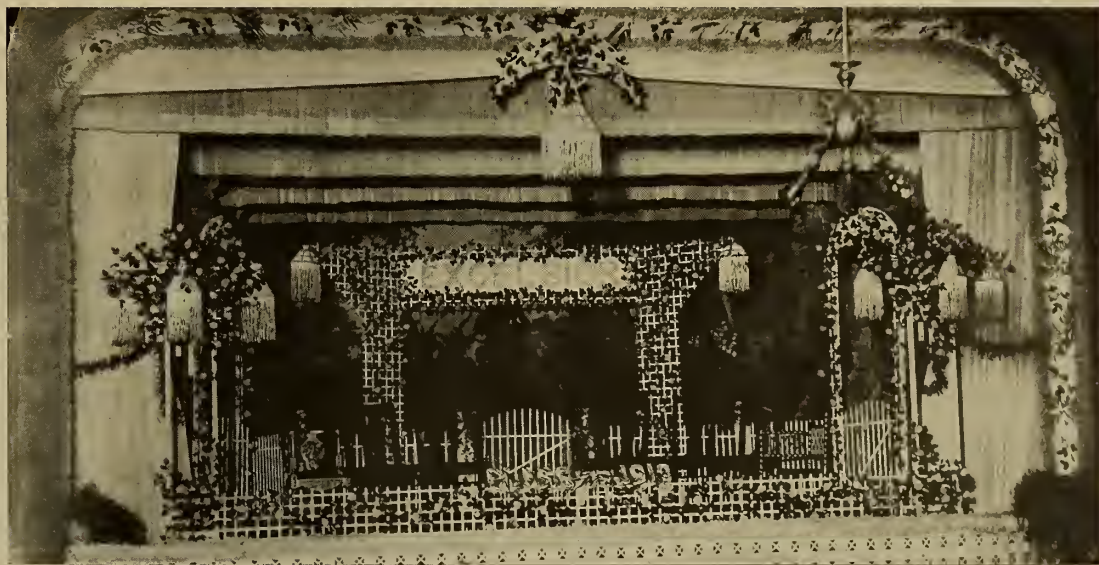


Plate No. 9186—A Stage Decorated by Len J. Lockwood, McLeansboro, Ill.

During the summer there will be various conventions and other meetings that will necessitate more or less stage decoration. Here is an ornamental scheme of decoration that proved quite attractive. The regular scenes of the theater were used at the back, while the drops and

curtains in front were of shirred material. At the back was a large structure of lattice decorated with roses, and at each side of the front arch was a large floral unit also decorated with roses. Numerous ornamental shades were used with electric light to brighten up the setting.

NOTES FROM NEW YORK

WANAMAKER'S NOVEL ADVERTISING METHODS—AN ORIGINAL DISPLAY OF GLOVES—LORD & TAYLOR'S WINDOWS ATTRACT MUCH NOTICE—JUNE BRIDE DISPLAYS—NEWS OF DISPLAY MEN

F. F. Purdy

JOSEPH H. APPEL, advertising manager for John Wanamaker, is a genius. When starting to do something, Mr. Appel does not get down a big pile of books to try to savvy out whether somebody has ever done that particular thing before. He just goes ahead and does it. He believes in newspaper—and other, don't forget—advertising. We hear of him addressing the children of public schools, though far be it from us to say he is thus advertising Wanamaker's. But the Wotsat Club of Mr. Appel's is a Wanamaker institution for Wanamaker advertising. Yes, we have spelled it right, "Wotsat." Children ask "Wotsat?" They should, and thus learn by asking questions. A bright children's magazine entitled "Wotsat" is published monthly, and there is a Wotsat headquarters for children on the fourth of the Stewart building. Mr. Appel encourages children to ask "Wotsat?" For answering some simple questions they are enrolled as members of the Wotsat Club, and they get a lot of information dear to children's hearts. Last month the Wotsat Club had a May day party on a Saturday morning. The Wanamaker auditorium was too small to hold them, so the Manhattan theater was engaged and fully 1,000 were turned away after the place was packed. There was a fine prologue entitled "The Awakening of Knowledge," the character of Knowledge being taken by Mr. Appel; while Wotsat himself was portrayed by Billy Barry, of

Harry Bird's decorative staff, and Barry's associates are so proud of him as an actor that they are talking of him in their sleep. Wotsat is a gentleman with a long nose and most inquiring turn of mind. He "looks questions" and somewhat resembles that familiar gent, Sunny Jim, who used to advertise Force. But he has a longer nose. Not that Billy's nose is so long. We believe an addition was built on for the occasion. There were other characters, but Joseph H. Appel and Billy Barry were top-liners. After this prologue there were many other interesting numbers that kept the children delighted, including selections by the J. W. C. I. band. The Wanamaker decorative staff had given the stage a beautiful setting, including a big electric sign, "WOTSAT," with letters reading down instead of across, first letter standing for "Wake"; second, "Open"; third, "Try"; fourth, "Study"; fifth, "Ask"; sixth, "Truth." The stage was set like a garden, and toy balloons were given to each of the 3,800 children present, who went away delighted. There is a "Mother Wotsat" who answers questions by mail or in person, and a general system to subconsciously make Wanamaker's the headquarters of the parents and rising generation. Appel is "some advertiser."

Harry Bird, when last heard from, was in Japan and leaving for China, and reported as enjoying good health. We understand he will extend his tour round the world, in all probability, visiting India after getting through with China.

On Straw Hat Day, May 8, there was a big Panama window in the Broadway corner of the new building, while way down to the other corner, in a little window, was an exhibit that would have pulled a big crowd farther up on Broadway. It was an exhibit of new straws and also straw hats of ancient

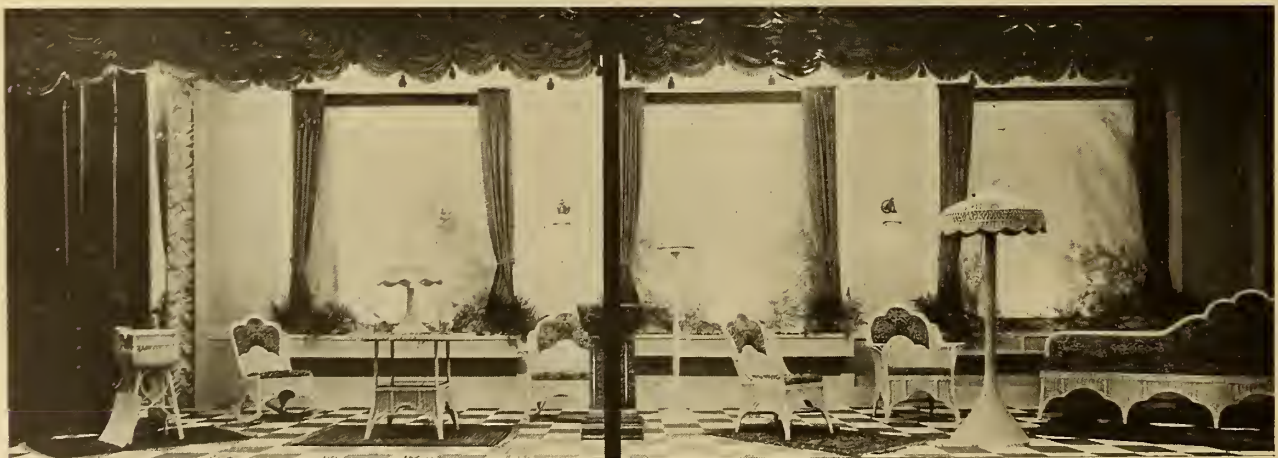


Plate No. 9187—A Summer Furniture Display by The Sterling & Welch Co., Cleveland, O.

This is an unusually attractive show window which has been decorated in an original manner. Along the background were three large open windows, behind which scenic backgrounds represented the landscape. In front

of each window was a wooden flower-box filled with ferns, etc. The floor was in checkered marble effect and in the middle was a large ornamental urn of composition placed upon a pedestal in the same pattern.



Plate No. 9195—A Float Designed by A. J. Nelson and J. J. Cody, Denver, Colo.

This is a float decorated with grain and used in the Elk's Parade held in Denver last July. The purple and white silkoline was edged off with white wood fibre roping and lavender columbine blossoms, which is the State

flower. At the top of this float was placed a trophy cup 42 inches high. Elks heads of papier mache were placed at the corner and sides of the float. The size was 11x22 feet. Silver tinsel also was used in this decorative scheme.

vintages, as far back as 1879, together with a large page announcement of a straw hat manufacturer, with illustrations of hats of 1867.

Arrangements are going forward for the convention of the International Association of Display Men in August. The dinner will be held Wednesday night, August 4, in the grand ballroom of the Waldorf-Astoria. The program includes a cabaret, vaudeville, the I. A. D. M. double quartette, with new songs, stunts and jokes, and all the concomitants of a notable event of the kind. The tickets are \$5.00 per plate, and the arrangements are on such a broad scale that this amount comes considerably short of covering the cost.

DISPLAY MANAGERS MEET

The Display Managers' Club held their regular monthly meeting, as usual, at the Grand Central Hotel, Monday, May 10. It was decided to hold the club's annual outing on June 20 and a committee, consisting of Messrs. Allert, chairman; Kelly and Schmehl, was appointed to make all the arrangements. The affair will be open to all interested, whether members or not, and tickets may be secured on application to any member of the committee. The idea is to hold an enjoyable social family function, where the acquaintance and friendship of display managers and those associated with them may be cultivated amid congenial surroundings. The outing will be held at Eltingville, Staten Island, where the place is thoroughly adapted for the purpose.

The Display Managers' Club is to take a part in the convention of the International Association of Display Managers, and the afternoon of the first day, Monday, August 2, will be set aside for the participation of members of the club in the proceed-

ings. Among those who are expected to give lectures, talks or demonstrations are Messrs. Frankenthal, Tischman, Allert, Schmehl, Kelly, Trehwella, Hibschler, Koerber, Richter, Cronin, and doubtless others. The participation of these well known display managers, with the revelations of interest from their stores of experience, should be one of the best features of an important and largely attended convention. Arrangements are going forward to make this event most notable in the history of the association.

NOVEL GLOVE DISPLAY

Gimbel's had a new kind of a glove window in the other day that is worth consideration. A white rattan or willow living room suite of furniture was in place—in white enamel finish, blue upholstering, with blue rag carpet to match. Over the back of the settee and chairs the gloves were carefully "draped," and were shown as well on fixtures for gloves. The use of this white enamel furniture for the purpose was novel, and on the whole very "different" and attractive, lending an informal and casual atmosphere favorable to the suggestion of shopping. The Gimbel windows generally are the subject of much kindly comment.

MR. ROSSITER'S BRIDAL DISPLAY

A recent bridal window of Mr. Rossiter's at Lord & Taylor's attracted so much comment and favorable notice that when it was time to remove it from its place it was taken up to the fourth floor to the Adam salon to have a more permanent place in the special order gown department. This display now is upon a stage, and consists of a bridal gown designed and draped and arranged together by Mr. Rossiter, in



MR. ROSSITER'S HANDSOME BRIDAL DISPLAY FOR LORD & TAYLOR.

connection with real lace veils, flower girls and various accessories of a fashionable wedding. The bridal gown, the principal feature, already noted, had a foundation of crepe de chine, over which hung an all-over pearl net. In the center was a space interlaced with ropes of pearl, with here and there a spray of orange blossoms, at the bottom being two large sprays. Over the entire skirt was a deep flounce of real applique lace. The corsage used was with white pearl trimming, from which two handsome tassels hung over the lace flounce. The bodice was in bolero style, and from the center of the corsage, trailing down to the left hip, was a succession of orange blossoms. The court train was of maline, with real point lace, ornamented with orange blossoms. This was certainly an unusually ambitious drape, and most successfully carried out. The entire exhibit was completed by a shower bouquet of white roses and white lilacs.

A fortnight ago the Lord & Taylor people made a test of the proper time taken for lowering and replacing a window, and at noon one day the street was thronged by an interested crowd watching the lowering of one window and its replacing. The whole operation took exactly three minutes. Hence it will not be necessary—the time being so short—to wait until evening. The windows are changed Mondays, Wednesdays and Fridays, and henceforth the idea is to change the en-

tire Fifth avenue front of four movable windows any time during the day that is desired, say between 10 and 5, one at a time, of course. Furthermore, the demonstration to the public of the consummate care and attention paid to the arrangements for window display should be no small advertisement to the public of the resources of the old house of Lord & Taylor.

OTHER BRIDAL DISPLAYS

Mr. Allert, of Macy's, had a unique window of bridal cake in the Broadway front recently that attracted unusual attention. The designs of the cakes, frosting, etc., and the table ornaments were sufficient in themselves to get the crowd. We never remember seeing anything of the kind so elaborate in a New York department store window. The adjoining display was of wedding stationery, with the rolls of paper placed in the back in a design to resemble a church organ, and various accessories shown in connection.

Altman's also had the June bride in mind, with half the front devoted to her wedding accessories, with stationery prominent. The feature of these three windows was that while stationery was well displayed in rolls of the full-size paper and in printed form—the rolls having the handsome decoration that goes with them—there was also in each window a feminine figure wearing a rich lace robe. The laces in all of them were valued at \$7,500. They were simply draped and pinned together. There was a pair of stockings

shown, with fine lace insertion, worth \$75 for the pair. Shown on the accompanying stands were fans, pearl necklaces, slippers, gloves and other accessories. In each window was a strong representation from the stationery department, in the rolls of the printed invitations or cards.

Although there was some anticipation that with the approach of warm weather Nature would have its way and the short sleeves would come, the long sleeves for women persist, reaching quite well down to the wrist, and made, naturally, of a filmy material, subject to being pushed up slightly at will. Thus, while the long gloves are not anywhere near as salable as a year ago, the eight-button gloves are in strong demand, for they can be used appropriately with the long sleeves, and look better, even when wrinkled in pushing them up, than do the two-clasp gloves with a space between glove and sleeve. In shoes, notwithstanding the vogue of vari-colored materials for uppers, the call in the finer stores for plain black and plain white is heavy, possibly because of the very broad demand in the lower grades for vari-colored uppers.

L. L. Earl, who handles the decorations for A. A. Vantine & Co., is a good deal of an artist, as can be seen by his work on a panorama of the sacred mountain of Fujiyama and surrounding territory, which he crayoned himself. This crayoned canvas background ran from the far side of Fortieth street, around the corner well down Fifth avenue, and formed a fine setting for the Jap exhibit. It was cherry blossom time, and the trees in the panorama were laden with cherry blossoms, the branches full of blossoms being set right in the picture at the proper points. The effect of this treatment was strikingly good. The start and finish of the running exhibit was marked by the familiar Japanese garden gate, and in the center



Plate No. 9189—A Pony Cart Decorated by Len J. Lockwood, McLeansboro, Ill.

Here is shown a well decorated little pony cart. Festooning was used to cover the shafts and running gear of the vehicle, while pink roses were employed to cover the larger surfaces. The little girl at the back had a parasol covered with roses also. This made a very pleasing combination.

was a miniature bridge. All this was a fine setting for an assortment of Japanese merchandise, for which Vantine's is noted. On the Fifth avenue side was displayed a letter from the Queen of Greece's high lord chamberlain of the department of domestic accountments, etc., ordering several chairs of a certain pattern.

MAY WHITE SALE DISPLAYS

The May white sale brought out a number of fine windows, and Macy and Saks, on either side of Thirty-fourth street, ran a close race. Mr. Allert, at Macy's, had two fine windows, in which were the finest examples of lingerie, with three wax figures in each window, some sitting before a triplicate mirror dressing table, others standing before a cheval glass. In Mr. Richter's windows at Saks' were figures to set off the merchandise, with filmy lingerie of rare degree, with decorative ribbons of pale green exactly matching the hue of the floor covering of silk plush. In Gimbel's windows the lingerie shown was of light pink, accompanied by wax figures, including Madame Recanier in reclining posture, who is ideal for lingerie windows, where she is perfectly at home. Another interesting Gimbel window was one of cut glass, with a novel effect imparted by the use of a mirrored bottom as well as back. At Gimbel's one of the first displays of straw hats was made, when a few of them appeared in a clothing window during the raw days of the first of May. You can never tell where travelers in New York are going, however, and straw hats are always ready here early. The season was started herè May 8, however, which date was agreed upon in the hat trade for the opening. A week extra for the straw hat season will be worth quite a lot of money in the aggregate to the trade.



Plate No. 9188—A Phaeton Decorated by Len J. Lockwood, McLeansboro, Ill.

This is a neat little scheme of decoration and was made with red and white roses. The shafts and running gear of the buggy being covered with festooning. The treatment of the wheels is unusual and proved quite striking.

Windows in Series

IN MOST BIG STORES having a dozen or more windows, it is a more or less general custom to decorate all of the windows practically alike. If there is a big corner window, that is given a different handling, but the others repeat themselves with the same design, over and over again. By way of decoration the display man will sometimes vary this monotonous scheme by using two designs alternately.

It seems a better plan to make the windows all different as is occasionally done. In connection with this suggestion we reproduce four of a series of windows recently designed and installed by Wm. M. Sheppard for the Pelletier Co. of Sioux City, Ia. There were a number of other windows in the same series that are not shown here. While all of these windows were in the same general decorative style and all were colored alike, each was entirely



FIGURE 1.

different from the others in design. Naturally it requires more ingenuity and work to design a dozen windows than it would to plan one or two but the added attraction of variety is well worth the extra work.

After all, when one has decided upon a general decorative scheme it is not so difficult to vary this scheme in a considerable number of ways. When this is to be done, the general design should have some characteristic feature than can be run through the entire series, using this feature as a basis; the other details can be changed or rearranged almost endlessly. This point is illustrated in Mr. Sheppard's handsome series of settings.

The windows of this store are unusually long but are broken up by posts. Usually the front is trimmed with a connected display with the same background running from window to window. In this case, Mr. Sheppard has divided up the space into comparatively small windows by placing a



FIGURE 2.

tall partition of composition board wherever a post occurs. This gives a frontage of separated windows instead of the somewhat unwieldy connected ones. It also gives the display man an opportunity to work out a number of individual settings. This is an excellent idea that could be used to advantage in many fronts of this type.

The color scheme used throughout the series was French grey, gold and old rose—an excellent combination that will be found to harmonize with any colors that may be used with it. The tones are soft and sufficiently neutral to answer every requirement. The characteristic design that runs through all these windows is the trellis effect used on the side walls. These tall, slender frames were finished in French grey and luxuriant rambler rose vines were trained over them in an altogether natural arrangement. Window No. 1 had a painted panel in the middle of the back at the sides of which were plain frames with ovals of lattice work at the top.



FIGURE 3.

Back of these were plain curtains of old rose. It will be noted that Window No. 2 is identical with No. 1 with the exception of the side panels of the backgrounds. The middle panel has a different painting but the general effect is not changed. However, the side panels of plain, heavy lattice backed with foliage give an entirely different appearance to the setting.

In Windows Nos. 3 and 4 we see two others that are quite similar yet altogether different. No. 3 has a narrow panel treatment made with plain, narrow strips of wood finished in French grey and back to this the upper part of the back is covered with a rich wall paper in a dainty rose design that harmonizes well with the rambler roses on the trellises. In the middle is a door with an old rose curtain. No. 4 has a much plainer back with a large middle panel covered with the same pattern of paper used in No. 3. Through the series the



FIGURE 4.

floor covering was the same. It was an imitation marble in square blocks.

The other windows of this set were in the same general styles but different in detail from those illustrated. This lot of displays was a great success. Their simple yet rich treatment was unusually effective and even competitors of the Pelletier store complimented Mr. Sheppard upon his clever work.

✻ ✻

THE RETAIL MERCHANTS Association of Shawnee, Okla., fines its members \$10 in the event they place advertisements in any program or other publication not approved by a committee. Program advertising is a thing of the past so far as the retailer is concerned and many thousands of dollars are saved each year.

The Dark Days

Walt Mason

The sun's a winner, all men know; without it green things wouldn't grow, of beauty there would be a dearth, and health would perish from the earth. Oh, if it ceased to light the sky, we'd soon get tired of life and die. These facts are bromides gone to seed—so plain that he who runs may read.

Yet when the sun won't take a rest, but scoots along from east to west, day after day, week after week, we have too big a grouch to speak. "This sunshine is the bully stuff," we say, "but plenty is enough; we aren't hoggish, Sol, old chap; don't send us all you have on tap, but save a little of your glow for winter, when we're having snow."

And if the clouds obscure the sky, responsive to our heartfelt sigh, and thunder rips around and roars, and lightning splits the whole outdoors, we chortle with exceeding glee, turn handsprings in our ecstasy.

And thus the business man should greet the dark days with a nosegay sweet. If things should always come his way, and there should be no dismal day, he'd tire of such an easy graft, and say, "I wish I had a raft of obstacles and ills that blight, to show that I am built to fight." He'd have no chance to analyze his weakness or to strength get wise; he'd gain no credit, though he won all kinds of plain and fancy mon.

For any man who's worth a dime detests good sledding all the time. He wants to show he is a chap who has a store of vim and snap, and where the spineless critter frets, he on his nettle bravely gets, and strips disaster of its hide, and cuts a swath a furlong wide.

Dark days are good for any man; they make him use his brains and plan, conserve his capital and learn to value dollars he may earn. So, Mr. Drygoods man, don't fret when come the days dark blue and wet, look forth with calm, undaunted gaze, and say, "I like these gloomy days!"

(Copyright, 1915—M. B. Kovnat, Chicago)

Some Background Designs

FREQUENTLY we have pointed out the what a marked advantage it is for the display man to be able to make preliminary color drawings or even rough but fairly accurate sketches of his proposed window settings. Such drawings if made to scale enable the decorator to get his proportions better and make it possible for him to detect and eliminate defects in design before the actual work has started. There are also many other advantages of which we have had a good deal to say in the past and probably will say more in the future, for there are comparatively few display men who seem to think it worth while to spend the time required to learn to draw.

Aage Schiodt, display manager for the Pegues-Wright Co. of Hutchinson, Kans., appreciated the value of preliminary sketches. Whenever he has an important setting to design, he first makes a rough sketch of the general idea he intends to use. From this he makes a finished drawing to scale and colors it in the same tints that are to be used in the window. In this way he knows beforehand exactly what the setting is going to be and what it will look like when it is set up in the window. The accompanying illustrations are from some of Mr. Schiodt's scale drawings in color. The originals of these pictures were considerably larger than the reproductions, being drawn on a scale of $\frac{1}{2}$ -inch to 1-foot. All of these sketches have been made into window displays which looked just as they did in the original water colors.

The setting with the columns with pergola tops was constructed of composition board and lumber, all of which was painted in cream and light tan colors. Pink rambler roses were used for the decora-



A CONDENSED DESIGN.

tion of the tops of the columns at the sides and over the upper part of the centerpieces. The two pilasters which are a part of the set piece in the middle were stenciled with a rose design at the tops. This setting was used for a spring display in a number of windows. It made a handsome appearance, being simple yet unusually pleasing to the eye. It proved harmonious with all sorts of merchandise.

The two sketches showing the designs with the oval in the middle were used for a holiday display, but with some slight alterations, they would answer equally well for spring, fall, or any other season. The wide and narrow treatment of the same design show how easily this setting can be made to conform to the proportions of any window. This background was built of composition board and painted



A HOLIDAY DESIGN BY AAGE SCHIODT.



A SPRING DESIGN TO BE BUILT OF COMPOSITION BOARD.

stone grey. The rectangular panel in the middle was made of muslin stretched tightly over a frame of wood. It was blended from pink at the top to stone grey at the bottom. The grey curved top was nailed to the back of the large square panel. The adjoining side boxes were blended from bright green at the top to stone grey at the bottom. These color values are lost in the black and white reproduction. On the front of each box, near the top, was nailed a board panel finished in copper bronze and on this were mounted relief figures of wood carved and gilded.

The oval frame in the central panel was made of composition board which was finished in copper bronze. Inside the frame was a landscape in colors. At one side of the frame was placed a bow of ribbon. Foliage was used to relieve the plainness of the oval. The narrower or condensed setting was used for vestibule windows. In the sketches shown, cotton batting was used at the tops of the side boxes to give the effect of snow as these were used for a holiday display. For other seasons the snow could be omitted and something more appropriate substituted. Plateaus and pedestals constructed in the same general style and colored the same were used in connection with these settings.

Of course it is impossible to get an adequate impression of a colored drawing from a black and white reproduction. Hence these pictures give but a poor idea of the originals which were admirably tinted and much of their charm lay in the dainty colors skilfully combined.

Mr. Schiodt says that preliminary drawings such as these are a great practical help to him in his work. His ability to draw enables him to make an accurate and permanent record of any idea that

he may happen to pick up. A few lines and a bit of color are all that are necessary to preserve an idea until sometime when it can be used. A collection of little sketches made by the display man himself is worth any number of pictures containing window suggestions such as most decorators collect. Once more we urge the display man to practice drawing.



Plate No. 9190—An Auto Decorated by Aage Schiodt, for Pegues-Wright Co., Hutchinson, Kans.

This entire car was covered with yellow floral sheeting. White chrysanthemums were used for outlining the fenders, and other prominent parts. A butterfly, made of heavy wire, covered with yellow floral sheeting and white chrysanthemums were securely fastened to the front of the car. Streamers of white ribbon, ending in several loops, were suspended between the butterfly and the seats of the car. The seats and floor were covered with plain white muslin. Chrysanthemums were also used on the white parasols of the young ladies, who wore white dresses. The driver wore a white suit.

Show Cards and How to Make Them

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use. This department is a regular feature of *Merchants Record* and all of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

ONE OF THE THINGS often seen in print in reference to card-writing is about the erasure of pencil lines. In a recent issue of a well-known magazine appeared the statement "always erase pencil lines from showcards." The opinion of the writer is ventured here that if one made the rounds of the sign-rooms in the big stores he might find a rubber eraser in one out of ten.

It may seem a trifling matter to the man who says "remove pencil lines," but it would take two girls at six or seven dollars a week to erase the lines on the cards in a big store—and it is not worth it.

What every contributor to a trade journal on this topic should try to impress on the amateur is *to make his lines so light that they do not need to be erased.*

It's nonsense to sit down, grit your teeth and see how hard you can press with a pencil. It is more sensible to see how light a line you can make.

One thing which your skilled worker knows is this: three-fourths of all card signs in use are made on coated board and he also knows that a rubber used on a coated surface makes a card look a thousand fold worse than a pencil line. If you don't believe it, try it. Get the best eraser you can and try erasing pencil lines on a coated surface—then use a little will power and say, "I will form the habit of making these lines so faint that I can see them at a distance of fifteen inches without straining my eyes." Do this and you will soon discover that the public at large cannot see them at a distance of from two to four feet.

Mat boards and cover papers will stand erasing, but if you feel you must remove lines on coated board, why not use charcoal sharpened to a chisel edge, then

when dry rub off with piece of clean cheesecloth. It is a pitiable fact that most beginners want to waste their time on "fancy stunts" when they should be trying to learn to make a respectable letter or figure.

Another question receiving much attention at present throughout the land is the use of colors on signs.

Little is done, however, towards helping the beginner out and a few suggestions are here made to the person who is allowed leeway in coloring on his cards.

First, let us take yellow. Used on a white card it is the cheapest looking thing going—used on a rich golden brown card it looks good. If you cannot stand for the yellow, just try tinting a little white with just a tinge of yellow and use it on the brown board—you will get a good effect for summer or fall.

Try, also, the lettering of a principal line like "Mid-season clearing sales," on card number 1, on your brown card, using a delicate cream and a Roman letter.

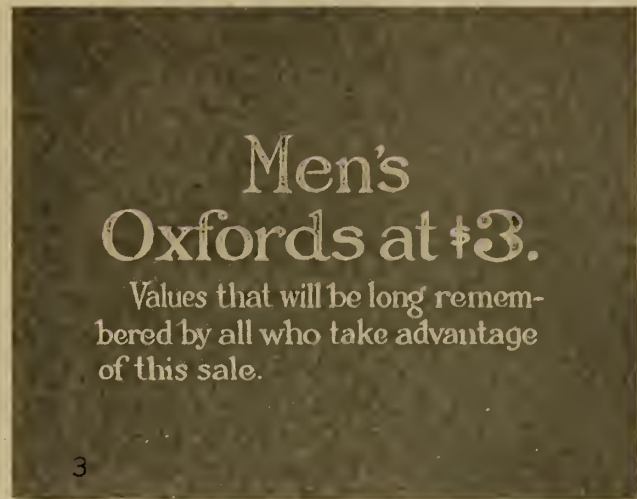
When dry, letter on top of it in the center of the letter a light face Roman letter with chrome yellow medium.

If you have a green piece of board try warming a little white with green and use a dark green for the same effect. On a tan card use two tones of brown.

You will soon discover that if you have a brown, green or blue card of a *dark tone* that you intend to letter in white that your card will look better if you will warm the white with a little of the same color as the card itself. White contrasts with everything, but as soon as it takes on a delicate tinge of the color of the card, the effect is harmonious.

Inexpensive effects are also produced by mats. Card

Greatest of all
Mid-Season Clearing Sales
Now in Progress



number two is a dark brown mat, light card, lettered in dark brown. The quick reader sees on this card "Misses' summer dresses \$10.00." If she does not read the paragraph in the lower left corner, it matters little.

The beginner and even advanced workers may well remember that while they may taboo the card with a little or much descriptive matter, that it is but rarely possible to make a good looking card where only two or three words are used.

For example: "Men's Hats, \$3.00," tells the story, yet it is not within the limits of the most skilled worker to make as good a card with that much reading as it is to add a descriptive sentence to it.

This is illustrated in card number 3.

"Men's Oxfords at \$3.00," tells the story. Yet here the layout is purposely made faulty. It would be better to raise the displayed lines three-fourths of an inch and put the last three lines in four or five lines, shorter in length than those used, by about one-fourth.

Card number 4 shows a gray card, lettered in dark gray, and it is a wonder that more stores do not go in for combinations of this sort.

If you have a store interior that you take pride in and use signs sparingly, why not try a delicate gray,

lettered in a very dark gray—even let the gray border on black, or try a tan lettered in dark brown, or a delicate pale green lettered in dark green, using a little white, gold, silver or an initial panel for ornament. Use this scheme for one month in interior and windows, making every card and ticket the same color. Forbid any other signs to be up, that is, printed signs, given you by jobbers. Stick inviolately to one color—then "kill that color absolutely" at end of a month or two, and use another scheme.

Wrap the first ones up and save them—you might use that same color again.

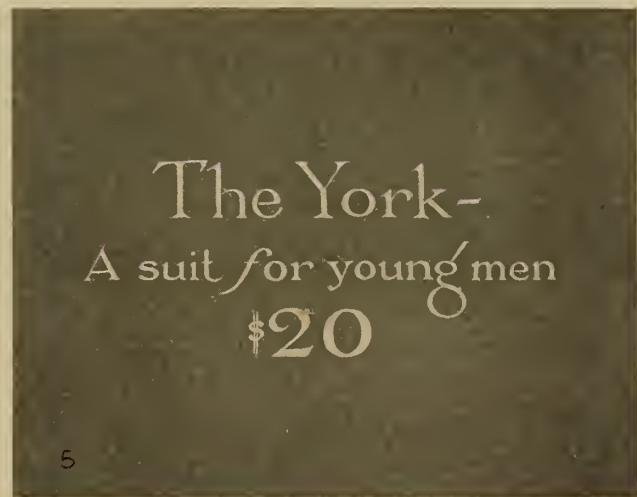
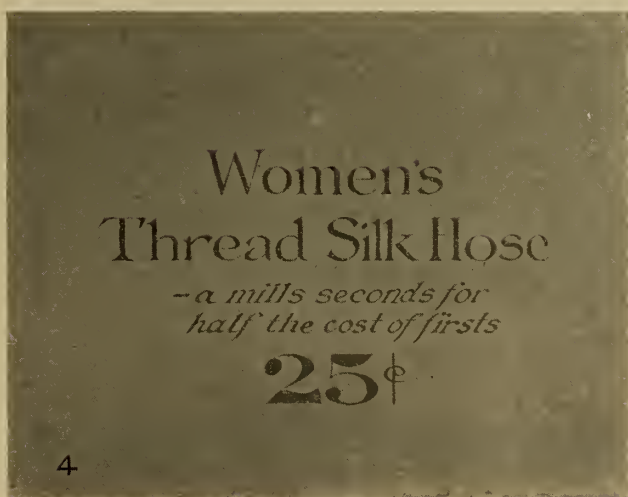
Card number 5 shows a simple, single stroke card.

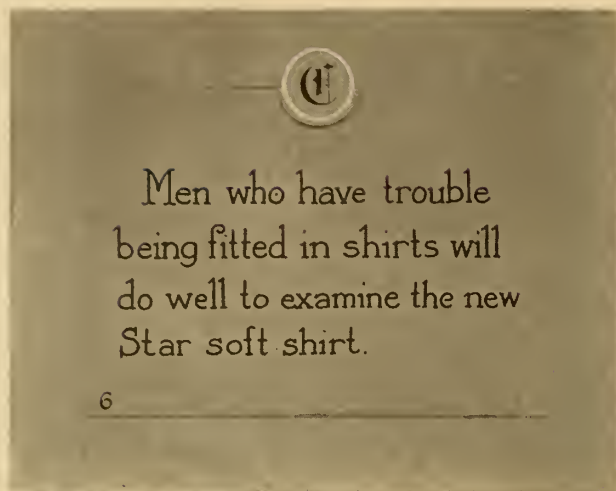
Card number 6 is a light blue mat, initial of firm in red in a circle of white and the card itself is dark gray.

You may not think that you can have every card in your store the same color throughout. You can, and you can keep even the sizes uniform if you want to.

You know this. The most of you prove it by the photos of your interiors. How's that? In many cases you are so ashamed of your cards you take them down before taking the picture or you have sense enough to know they detract from the picture itself.

If that be true—that your interior looks better





without signs when you photograph it; then in the name of common sense why not go in for uniformity in cards?

Here's a cardwriter who has never yet seen a show card he considered a work of art.

A cardwriter, working in the average store, deserves compassion, not censure.

Hundreds of merchants will squander money in program and other useless advertising who wouldn't give a cardwriter ten dollars a year to spend for a few new things in materials.

x x

Gigantic Night Pageant

A NIGHT PAGEANT, which will be the most unique and elaborate display of advertised products ever attempted, will be one of many features of the coming Convention of the Associated Advertising Clubs of the World, which will be held in Chicago, June 20th to 24th, inclusive. The purpose of the pageant is to impress the half million of people who will witness it, and the other millions who will afterwards see it in the moving pictures, with the tremendous force of truthful advertising in business.

"From present indications," said J. R. Woltz, chairman of the committee in charge of the affair, "it will take at least two hours for the parade to pass a given point. Makers of advertised products from all over the country are getting up special floats and displays, and it is our plan to have the displays from each state in a division by themselves. With the floats in each division will march the advertising men from the clubs in that same state. For example, the regiment of 1,000 Iowa business men which is being organized for the pageant, will act as an escort for the displays and floats sent by Iowa manufacturers."

The committee is very anxious to have the pageant as representative as possible, and manufacturers of advertised products are invited to get in touch with Mr. Woltz, who can be reached at the Advertising Association of Chicago, 123 Madison Street, Chicago, and arrange with him to enter a float or display in the event. Most of the big advertisers such as Ameri-



Plate No. 9191—Fourth of July Auto by Tom Allan for Phelps-Dodge Merc. Co., Douglas, Ariz.

Here is a store truck decorated for a Fourth of July parade. On each side an immense American flag was made from red, white and blue flowers. Flags, bunting and ribbons were also used in this decoration. Large poinsettias and red and white chrysanthemums were the flowers used. In front was a large eagle cut from paper and mounted on heavy cardboard.

can Steel and Wire Company, N. K. Fairbanks Company, Consumers Company, Swift & Company, Colgate & Company, and others of that class have been approached and have signified their intention of participating.

It will pay well every display man who can make arrangements to attend this big meeting. Window display and advertising are so closely allied that the more one knows about one, the more he wants to know about the other—come to Chicago June 20th if you can.



Plate No. 9192—Automobile Decorated by Tom Allan, Douglas, Ariz.

This automobile was decorated for the "Elks" for an Independence Day parade. It won the first prize in its class. The body of the car was covered with purple floral sheeting. The flowers used were white chrysanthemums and purple fleur-de-lis. The wheels were decorated with floral sheeting to represent the well-known "Elks' Clock" with the hands pointing to the hour of eleven. A small elk's head was placed in front.



Plate No. 9193—A Spring Display by Clarence E. Duff for J. Katzenstein & Co., Marietta, O.

This is one of a series of windows of similar black and white design. At the back, slightly to one side of the middle and above a low step, was a French window flanked on either side by columns done in black and white. The same style columns were also in the rear corners of the window. Back of the window was a solid mass of natural foliage which also was used above the frieze and between

the panels and frieze. At the right was a tall bird house with a small bed of flowers at its base. A few birds and butterflies in rich colorings were placed here and there about the window and added to the effect. On the other side was a high ornamental stand with flowers in its lower part. The hats were all of one shade—old rose. This made a rich and dignified setting for spring millinery.



Plate No. 9194—A Display of Neckwear by L. F. Dittmar For Browning, King & Co., Cincinnati, O.

* The above is a reproduction of a black and white window which was highly attractive on account of the rich striped silk that formed the background. The screen was made of oak which matched the window background.

Two spreading ferns helped to make the setting more pleasing to the eye. Although the striped material looked quite attractive it had a tendency to hurt the average person's eye when looking directly at it.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT
WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmon's Journal of Window Dressing"	Established 1893
"The Show Window"	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	Established 1903
"Merchant and Decorator"	Established 1905

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THE SOCIETY FOR ELECTRICAL DEVELOPMENT, Inc.
29 WEST 39TH STREET, NEW YORK CITY

MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of
The International Association of Display Men

*In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

*Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

*When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

*Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

June, 1915

CONTENTS.

	Page
Principles of Advertising. R. H. Durbin.....	11
The Advance in Window Display. E. O. Burdg.....	18
A Door Display.....	20
A Glass Window Shelf.....	21
Notes from New York.....	22
Windows in Series.....	26
The Dark Days. Walt Mason.....	27
Some Background Designs.....	28
Show Cards and How to Make Them.....	30
Gigantic Night Pageant.....	32
Returned Goods Abuses.....	34
Windows at Night.....	34
Our Monthly Prize Contest.....	35
Department Store Card Writing Problems.....	36
Papier Mache Work. A. W. Edwards.....	40
Sales Plans.....	41
Drawing for the Display Man.....	42
I. A. D. M.....	46
Report of Program Committee.....	48
Educational Features.....	50
Go With the Chicago Crowd.....	50
Special from Chicago.....	52
For Our Advertisers.....	58

Returned Goods Abuses

RETURNING MERCHANDISE has become one of the expensive abuses practiced upon the retail merchants of the country. It has come to a condition such that no merchant can tell when his goods are sold, and in some cases the aggregate direct and indirect loss through returned goods is sufficiently great to demand a stop to this abuse.

A woman goes down town to make some necessary purchases—three needles or some other small commodity. She has a charge account at the store. She sees a handsome suit or hat, and on the impulse of the moment orders it sent home. The next day, after the glow of her enthusiasm has worn off, she decides that it is too early in the season to contemplate seriously a new suit or hat, much less to actually purchase one. The suit or hat is kept in the house, however, pending the decision of some other member of the family, or a friend upon whose taste she relies. After a week, very often after a number of weeks have elapsed, she appears at the store and wants the merchant to take back the purchase and give her full credit on her account.

Admitting that the article is in good condition as when it left the store, if it be a commodity of a passing fashion, the style has so changed, or the season has so affected the demand for it, that the value has depreciated to such an extent that if the merchant accedes to the purchaser's demand he suffers the loss of the price cost augmented by the cost of help, delivery and a number of incidentals. On the other hand, if he does not accede he loses his customer.

In some cities the leading stores have put a four-day limit upon the return of all merchandise, after which the goods will not be accepted. This seems a good rule and a reasonable one that should be established everywhere. Such a rule could easily be made to stand if the merchants would get together and make an agreement to make no exceptions for any customer. Certainly four days is long enough for anyone to make up his or her mind whether or not an article is wanted.

✕ ✕

Windows at Night

FOR SOME REASON, probably because of an exaggerated idea of economy, some merchants on busy streets, turn off their window lights long before the evening crowds have left the streets. This seems a poor way to save money—it is a case of "spoiling the ship for a hap'orth o' tar." The window is a salesman and should be handled as such.

Here we have a big store with a big stock of goods—it represents a big investment and a big expense and the main idea is to sell goods. Compared with the total cost of running the store, what a small item is the cost of burning the window lights an hour or so longer.

How many people pass your store during the first hour after the window lights have been turned off. If you don't know this, you are overlooking available information that may be of importance to you. It will be an easy matter to keep count and discover whether or not enough people pass the store to justify keeping the lights burning.

A display that is attractive in daytime is doubly attractive at night. It stands out and compels attention, furthermore, at night people generally are not in a hurry and will stop to look the display over in detail.

By all means, look into the matter of night displays. They may pay you or they may not, but the chances are that they will. On general principles night windows are a good investment if there is any excuse at all for them.

§ §

Go to the N. Y. Convention

ANY DISPLAY MAN who fails to attend the I. A. D. M. convention in New York next August will miss an opportunity that will not come again. There will be other conventions in future years, and good ones too, but there will be none just like the New York meeting. The program has been worked out in a way that makes it a liberal education in modern display methods. More than a thousand of the leading display men of America will be on hand and the entertainment features will be such as to be remembered for many a long day. Get busy now and make your plans to be in New York next August.

§ §

Build Right

IT'S A FOOLISH THING to skimp in the building or equipment of a new store. Money can be saved, it is true, but the saving is generally a costly one in the end. It should be remembered that the equipment will probably be in use for many years. Suppose \$1,000 can be saved by installing equipment that is not quite up to standard. If the equipment is to be used for ten or possibly twenty years, the saving per year is not enough to justify the unsatisfactory installation. Think it over—the best is generally cheapest in the long run.

§ §

Made in Birmingham

WITH a view of creating a larger market at home and abroad, and of developing a national demand for "Made in Birmingham" products, manufactured in the Birmingham (Ala.) district, the Industrial Bureau committee of the Birmingham Chamber of Commerce is getting up a booklet containing a complete list of all articles manufactured together with the name and address of every manufacturer.

Articles manufactured will be listed and so

compiled and classified that the prospective buyer may be able to see at a glance what the manufacturing plants are producing.

The committee has employed an efficient man to visit the various manufacturing plants to obtain the names, addresses and different products manufactured in the district.

The booklet will be distributed by civic bodies and through other sources through the United States. T. A. Weller is chairman of the industrial committee.

§ §

Advertising and Window Display

ADVERTISING CLUBS throughout the United States are giving more and more attention to the subject of the advertising value of the show window, and many of the most progressive clubs give over one meeting during the season to the subject of show window advertising.

In a recent meeting of the Milwaukee Advertising Club, Mr. Geo. J. Cowan, president of the Koester School of Window Display, gave a talk illustrated with stereopticon views, half of the lecture being devoted to window displays as placed by retail stores, and the other half of the lecture given over to the subject of window display as furnished or installed by large manufacturers in an effort to advertise their goods and give them greater distribution.

§ §

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of \$5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of \$5 the winner is given a handsomely lithographed certificate of award. Awards for 1915 have been made as follows:

Harry W. Hoile, Birmingham, Ala.

John R. Patton, Indianapolis, Ind.

Wm. M. Sheppard, Sioux City, Ia.

J. W. Sanger, Rochester, N. Y.

Aage Schiodt, Hutchinson, Kans.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

Department Store Card Writing Problems

—Article I—

The White Versus the Colored Card

by

J. W. Johnston

AT the very outset of my presentation of this series of articles on Problems of Department Store Card Writing and Sign Making, I desire, by way of introduction to a discussion of the merits and demerits of white and colored cards, to respectfully request my readers to consider with me three factors with which nearly every department store card writer and sign maker has constantly or at one time or another had to contend. We must agree absolutely as to these obstacles and popular misconceptions or I fear much of what I will write will not be fully understood, or at least not grasped as firmly nor believed in as religiously as is to be desired.

Incidentally, it is to be observed that I use both the terms "card writers" and "sign makers." Generally the term "card writer" is understood to refer to one who uses pens rather than brushes, for it can hardly be said that we write with a brush. However, both writing and lettering can be done with a pen, so card writing is in reality a finer and more skilled form of work than sign making, which is work on a larger scale and accomplished, for the most part, with brushes rather than pens. I would say that any size announcement larger than 7 by 11 inches was a "sign" upon which brushes rather than pens might properly be used—providing the "copy" was in brief form rather than in the form of a long prayer; and that any notice 7 by 11 inches or smaller might correctly be called a "card" to be inscribed with pens, with perhaps a brush numeral or two designating the price of the merchandise. Nevertheless the problem to be worked out in this article is a consideration of the color or the lack of color of the material on which the announcements are usually made, and the color or lack of color of the words or figures embodied. Surely nothing could possibly be more fundamental to the whole family of problems involved in the subject than just this, yet how often has the question been wholly or in large part neglected. The virtues and vices of the white, black and colored backgrounds upon which the letters and figures are to be delineated, or the color or lack of color of the message itself on a certain background remains the same whether the work be accomplished with pens, brushes or air brushes.

Incidentally, I would also express the opinion that all department store card writing and sign making problems are primarily department store advertising problems. They are so to be considered by me. There is a very close relationship between art and business,

which is becoming quite generally recognized by wise merchants of the present day—the ideas of some "old-time" merchants to the contrary notwithstanding. In short, the aesthetic features and the power of beautiful advertising by way of thousands or tens of thousands of attractive cards and signs about the large places of business is to have my most cordial attention as occasion and opportunity may warrant. Were I to lose sight of this very important factor in a series of articles to appear in the *Merchants' Record and Show Window*, I would fail lamentably.

Now for the fallacies and misconceptions which we must recognize and upon which we must agree. When we get these old, moss-covered structures down and the debris cleared away, we will be able, and perhaps willing, to see things as they are.

First, then, merchants and card writers alike must agree that there are many who assume to write and speak, both inside and outside the place of business, on subjects pertaining to department store card writing, who in reality are not *qualified* to write or speak a word. It is simply another indication of a great rush into the advertising field of hundreds who have not cared to serve long years of apprenticeship at meager wages to gain the necessary training and experience; but who, in looking about for something "soft and cinchy," have taken to advertising in order to spend other people's money and get as much as possible of it for themselves. Experience is the best teacher, although she sends in some terrific bills. If credentials were asked of many who enter the card writing forum and start to harangue the multitudes of business men and shoppers interested, it would be promptly discovered that they did not know the ABC'S of the subject. Nor should credentials dating back more than ten years, which might be submitted to a board of censorship, be accepted for other than historical purposes, unless the candidate had kept abreast of the times since securing a recommendation and turned out a card now and then *in the modern form* to keep in practice. I honor the "old masters" at the card writing and sign making games who, after a quarter or half a century at the bench, have "trained on" and are still frisky; but the "has beens" are a particularly dangerous lot to listen to, particularly when they have not as much as observed recent trade tendencies or the best card writing fashions of the present day, and have, for all practical card writing purposes, been paralyzed in both arms for an indefinite period of time. Let us beware of this crew.

Qualifications and up-to-date credentials should always be required.

Stroke two. I dislike to attack a man who wears glasses, but when we hear our spectacled friends whooping 'er up as to how much easier it is to see this card or that card, or this letter or that figure on a certain background, does it not seem that another dangerous party is about and that his arguments are likely to be somewhat adulterated? *Color is the relation of light to the eye and brain.* If the eye is defective—perhaps both eyes—are we not taking a rather long chance if we rely on the opinions which might be expressed as the result of impressions which may be made on a perfectly sound mind by feeble optics? We do not ask a partially deaf or stone-deaf individual what he or she thinks of this or that piece of music, nor do we inquire from one whose palate is out of kilter whether the flavor is vanilla or strawberry. Then why should we listen with respect to what our friend of impaired vision has to say on the psychology of color? Most assuredly, it is dangerous without a careful "checking up" process. Otherwise, "the wave motions in ether, acting on the retina and optic nerve," may not be in accordance with the wave motions observed by the naturally normal, healthy eyes of the majority. I confess that proper glasses may remedy the defect, but my contention is that the impressions created by the various cards should be regarded from the viewpoint of those not handicapped with any of the fifty-seven varieties of eye troubles, rather than from the viewpoint of our good friends who are unfortunate in that they are affected in this way. Just here I would also say that care should be exercised that the opinions of professional "outside" card writers are not colored by reason of mercenary motives in the selection of a card or a color for a definite, specific purpose. Business is business, and it may be advisable for a white or a certain colored card to be recommended if a large stock is on hand at the shop. However, I believe card writers and sign makers as a class are an honest lot of hard working men who will give you the Truth, as God gives them to see the Truth, if you are earnestly seeking their expert opinion and judgment, irrespective of the fact that it might mean more money to them in the long run to have you adopt this card or that card for your "permanent" or "special sale" store purposes.

CONSIDER THE LADIES

And now, thirdly, the *ladies*. It may be wondered why I am bringing them in. They should be forgotten at this time? My, no! Not when the women are fully seventy-five per cent of the shoppers in the department stores of the country. Just why some employers and others with more or less authority in the larger stores should parade up and down the aisles of their establishments condemning this card with a wave of the hand, and proclaiming the virtues of that

card with a kindly word or a sweet smile, without first consulting some representative of the fair sex, who might well be on the General Staff of inspection to bespeak the woman's viewpoint, is something I never could understand. Were the cards on trial or under examination to be used in a thirst emporium, a haberdasher's shop, or a tobacco store, it seems to me the masculine opinion should be quite important, but in establishments which are essentially women's stores by reason of the great predominance of the ladies trading in the big shopping centers and in the marts of business at the present time, it seems only reasonable that the feminine viewpoint and so the desire of the great majority of the shoppers is to be of greater weight than *mere* man's opinion. It is well known that the daughters of Eve have very sensitive olfactory nerves, and that it is a poor business policy to have anything other than excellent ventilation free from disagreeable odors about an establishment, if the presence of ladies is to be desired for anything other than a short visit followed by a speedy exit. It is perhaps equally true that women are very much more appreciative of little artistic touches about a place of business than the men, and especially more appreciative than some "hard heads" running a business are willing to acknowledge. However, women's abhorrence of the sight of dust or dirt is not to be denied. Show or offer your woman friend a book or paper on which there are dirty finger marks, smudges, fly specks, or what not, and observe how promptly she draws back and how prejudiced she immediately becomes. Send her a soiled invitation or anything which *shows the dirt*, and watch.

THE WHITE CARD

Just here I want to speak of the white show card or price ticket. A strong indictment of several counts is to be presented by me to the Grand Jury of my readers throughout the country against the white card. However, I do not utterly condemn the culprit, as we shall see.

Perhaps we all agree that the common law is that every show card or price ticket, wherever and whenever used, should be RESPECTABLE. Respectability in cards, as in individuals, is not a matter of color. However, cleanliness is unquestionably a factor. Now, it happens to be a matter of common knowledge that the white card is a card of easy virtue. It is easily soiled, and once begrimed its frailty is the more readily to be discerned, if an effort is made to brush or wash its sins away. This salvation work has been attempted by an army of lassies and salesmen for generations past with as many different kinds of erasers tipping pencils which they are prone to use for Alabama jiggers from time to time; or, perchance, to bite lightly as business slackens.

No matter how carefully the white cards are

wrapped before leaving the store or "outside" sign shop, they seem, in some mysterious way, to present an assortment of Puddin' Head Wilson clues when they get into the front windows or into the finest store cases, where they are quite naturally afforded the best possible protection. Messengers, "check" boys or "cash" girls have often been accused of delving fingers into a package of "nigger baby" candies which they are prone to secure on their way to the merry card-carrying festivities; while others seem to prefer the sticky Smith Sisters' cough drops, which are equally good to smear up white cards on their way to and from their respective destinations. Many are the cuss words which have been uttered by store card writers when they saw white cards on exhibition, on which they had put their best work, now ruined by somebody's "dirty mits" or dusty feet. I have heard it said that it was not the card writer's business what others did to his work after it left the sign shop. This is simply another Might over Right ruling, with the object in view of subordinating the skilled work of a card writer below that of a broom wielder who surely would have justification for a protest if, after rendering a faithful service, some "piker" came along and either intentionally or negligently dirtied the work which had but a few minutes before been left clean.

Quite naturally, the "outside" card writer favors the white card for business reasons. It soils readily and within a short time another will be needed at the same price; but it is extremely doubtful if the professional, independent card writers of the country would not prefer to work on a background which they knew to be more permanent, and for which they might receive a better recompense than they now receive for the more commonplace materials.

Inside the store, where the white card is in vogue as the regular "color," unless the number of card writers is in proportion to the volume of the orders, conditions are often most distressing. Please remember that we are of a mind that all display cards of whatever kind should be RESPECTABLE. Where there are hundreds and thousands of cards of short life exposed, with only one or two or even three card writers "on the job," whose endeavor it is to keep the cards RESPECTABLE, the task is a veritable moving picture show in an endless reel from the opening bell to the closing gong. Just why there should be hundreds of "white slaves" in the sign shops of the stores about the country who work harder than any other class of employes in the establishment to keep up this perpetual motion act, is a subject in itself. Nevertheless, many of the card writers of the big stores are *overworked* by reason of this year-in-and-year-out "white plague," which might readily be greatly eliminated were careful study and proper judgment given to the subject by those in authority to issue orders which would, on being

issued, not only "tone up" the store, eliminate the possibility of dust and dirt showing most bewitchingly on lily-white backgrounds, but would also emancipate a class of their employes from a thralldom of bondage to the happy state where they would take pleasure in their work, and so prepare "silent salesmen" which would not only look RESPECTABLE at all times, but which would serve the establishment faithfully for many, many years with their carefully dressed letters and perfectly proportioned numerals.

But I hear some wiseacre say: "The white card is cheaper." I admit that it is cheaper, and I do not deny that it *looks cheaper*. However, in the long run, the black or colored or tinted background card will outlive a dozen of the white cards, and so prove an economical investment to the house.

We have been considering facts together; now let us get down to figures. The usual weight card used for sign writing purposes is an 8-ply. Assuming that we use a good double-coated lithograph blank card, the charge is about \$4.00 per hundred sheets. The dimensions being the usual 22 by 28 inches, we find that when cut into 7 by 11 cards the individual cost is $\frac{1}{2}$ cent each. The 8-ply double-coated lithograph blank card is my favorite white stock, for reasons which I will mention in a subsequent article, but which I cannot go into here. How about paint? Well, the best drop black seems to be a *jet*, bone black, and retails for 50 cents a pound. This material will probably hold out for making the numerals or small brush strokes desired on the eight hundred 7 by 11 cards, which we found were worth about $\frac{1}{2}$ cent each. Assuming that the paint on each card costs about one-sixth of a cent each and allowing one-fourth of a cent for turpentine to thin, for such pen black as may be used, for the wear and tear on the scissors, pencils, erasers, brushes, or pens and other accessories actually used in the preparation of the card itself, we find that a white card made of best materials costs about a cent and one-half. Labor cost not included. It is not my purpose to consider the cost of the cheaper grades of stock and black paints used in the making of the cheapest white cards. I am endeavoring to be perfectly fair in my cost estimates for stock and material used in the best class of the cards mentioned. I will be equally fair when I come to consider the actual cost of materials to make the colored cards.

So we see the white card is in reality cheap to produce at the start, but how cheap to keep looking RESPECTABLE about a place of business for any length of time is quite a different proposition.

Irrespective of the actual financial cheapness of the white card at the time of its creation, it actually looks cheap by reason of its *commonplaceness*. Go to the "Cheap John" stores anywhere. What do you generally see? White cards. Why? Because they are dirt cheap to make and because they collect the



Plate No. 9199—A Good Display by J. H. Roy for the Paquet Co., Quebec, Canada.

This was one of a series of three windows decorated in the same general style, but all different in detail. The woodwork of the background was painted green and had panels with checkboard decorations and drawings of the latest fash-

ions, all in black and white. The floor was covered with squares of heavy cardboard colored to imitate marble. Over this, in the middle of the floor was a silk rug. The high flower stand was filled with roses and foliage. This made

dirt cheaply. No trouble whatsoever for a white card to collect dirt, and dirt showing on white cards seems to be the fashion in "Cheap John" stores. However, when I see white letters on black background cards about the counters of the B. Altman establishment of Fifth avenue, New York City, I appreciate that there is another fashion in card display followed by some. Then, too, when Mr. Beck, the honored head of the card writing studio of the John Wanamaker American NEW SYSTEM store in Philadelphia, informs me how earnestly such a very careful student as Mr. Rodman Wanamaker has gone into the subject, and with what decision, I feel sure that my theories respecting cards, formulated after years of study, are not far wrong.

In Chicago last August, while in attendance at the I. A. D. M. convention, it was my great pleasure to inspect the magnificent building of the Marshall

Field Company, devoted exclusively to men's wear. Nothing pleased me quite so much about this unique enterprise in connection with a business which, like thousands of other businesses of its kind, is essentially a woman's shopping center—as the artistic sepia cards which were everywhere displayed, harmonizing with the rich woodwork of the counters and cases, and incidentally blending with the uniform colored stock boxes.

Here was another token of the indisputable fact that if the leading stores in their line in the three largest cities of the United States used cards which did not show dust and dirt, those in authority at these world-famous concerns had recognized the incalculable financial value of that great business asset: "*Pride in Appearances.*"

Mr. Johnston will have another article of particular interest to merchants and card writers alike, in the July number of this publication.

PAPIER MACHE WORK

THIS SECOND ARTICLE OF A SERIES EXPLAINS THE PROCESS OF MAKING MOLDS OF PLASTER PARIS IN WHICH THE PAPIER MACHE IS TO BE FORMED—OTHER PROCESSES CAN BE USED

Arthur W. Edwards

THE PROCESS OF MAKING a plaster mold for a simple design in half relief or less is not at all complicated. Indeed, it will be found so easy that even the most inexperienced beginner should get good results, providing he uses ordinary care and follows the directions as they are given.

It may be stated in this connection that the process is precisely the same as that used in making plaster casts, with the exception that the mold is reversed. In other words, in making a mold the impression of the outside of the pattern is taken, whereas in making a plaster cast the impression of the inside of the mold is taken. Hence those who may not understand how to make plaster casts will find in this article all that is necessary to know of that process.

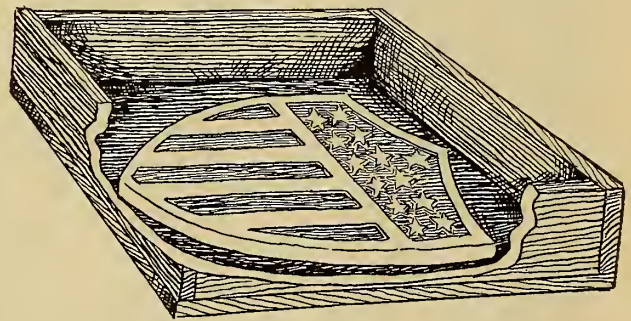
As was stated in the previous chapter, patterns for molds can be secured in almost endless variety from dealers who specialize in plaster and composition ornaments. These concerns issue large catalogs showing thousands of relief ornaments in a great variety of styles and a considerable range of sizes. Most such ornaments are reproductions of one or another of the "period" styles of decoration and all of them can be depended upon to be accurate.

Such catalogs are very expensive to produce and therefore are not generally distributed gratis except to architects and other large users or distributors of relief ornaments. Large stores can sometimes get them for the asking, but to others a small charge is made. However, there are several catalogs of relief ornaments issued that are well worth the price charged for them. They are beautifully printed on fine paper and contain photographic reproductions of practically all of the details in the various styles of period decoration. Such a catalog may be found in the library of the display man in every big State street store, and it is a volume that is referred to oftener, perhaps, than any other. It will pay any display man to invest in one of these catalogs if he cannot secure it otherwise.

To make a plaster mold from a relief pattern, a wooden box should be made slightly larger than the pattern and somewhat deeper. This box requires no cover and it should be fastened together with screws, so that it can be taken apart easily after the plaster has set. Dressed white pine is the best material of which to make the box.

When the box has been finished it should be given a good coat of shellac on the inside and, after that has dried, another thick coat of some thick oil. Lard oil is generally used for this purpose. The pattern is then placed face up on the bottom of the box and this also is given a coat of shellac and another one of lard oil. The purpose of the lard oil is to prevent the wet plaster of Paris from sticking to the pattern or box after it has become dry.

Plaster of Paris of fairly thick consistency is then poured in the box around and over the mold until it is level with the edges of the box, which should be sufficiently deep to allow a reasonable thickness above the highest point of relief in order to insure the strength of the mold, which will have to withstand some little pressure in making papier



SHOWING PATTERN IN BOX.

mache. When the box has been filled with plaster, the latter should be leveled off smoothly for convenience in handling later.

After the plaster has become dry, take out the screws and remove the box; then turn upside down and lift out the pattern, which will sometimes necessitate a little chipping around the edges on account of the plaster having run between the pattern and the bottom of the box. When the pattern has been removed, its exact replica in reverse will be seen in the mold.

To prepare the mold for the papier mache pulp, it should be given an even coat of shellac and, after that has dried, a coat of lard oil. The molding of the papier mache is then proceeded with as has been described in the previous chapter. Every time a casting is made the mold must be freshly oiled. If a large number of ornaments are to be made from the same pattern, it is better to make two or more molds, as some little time is required for the papier mache to dry out properly. Two molds will enable the display man to turn out practically twice as much work in a given time as could be done with only one.

Molds of the sort described can be used equally well for casting plaster of Paris ornaments. As with papier mache work, the mold is first carefully oiled and the plaster is then poured in and allowed to harden, which does not require much time. After

the cast has been taken from the mold and thoroughly dried, it can be finished in any one of the number of ways with which every display man is familiar.

As was stated before, the method of molding papier mache which has been described is suitable only for small ornaments. To make large pieces of papier mache another process is used. The mold is made in the manner that has been described, but a mache or pulp is not employed, except to fill in the more delicate details of the design. After the mold has been well oiled and the finer lines filled with the pulp composition, the remainder of the design is built up by glueing on successive layers made of small pieces of torn paper. For this purpose any kind of strong paper that absorbs water readily will answer.

Tear (do not cut) the paper into scraps two or three inches square. These are soaked until soft and then spread over the inside of the mold, allowing the edges to overlap. Press the wet paper into all of the depressions with the fingers. Then use hot glue and paste on another layer of wet scraps of paper, again allowing the edges to overlap. It will not be necessary to use the fingers to press down the second and succeeding layers, as that can be done with the brush if the paper is sufficiently soft. The glue must be sufficiently warm to work easily and it must be applied carefully to make the little scraps of paper adhere tightly; otherwise the work, when done, will be soft and lacking in strength.

Keep on pasting layer over layer until the design has sufficient thickness to be rigid when dry. For small designs, six or seven thicknesses will be ample. Large designs that are more or less self-supporting will require ten or more layers, depending upon the thickness of the paper used.

It is, perhaps, needless to say that in making papier mache by the pasting process just described much depends upon how carefully the first layer is fitted in the mold. If the paper fits the mold closely all over the job will be a good one, but if it is loosely applied or there are wrinkles, the defects will show on the finished work. Such blemishes can sometimes be remedied after the piece has been taken from the mold by pasting paper on the outside in a somewhat similar manner to that which was used in making the shell. Tear up small scraps of newspaper; wet them and glue on successive layers until the defect is obliterated. When it has thoroughly dried, the "patch" can be sand-papered off smooth.

Naturally, as in all other things, a certain amount of practice and experience will be found necessary to turn out perfect work. However, even at the start the average display man will be able to turn out work of the kind described sufficiently

good to answer most requirements. The process is simple enough and the chief essential to good results is care in doing the work. The display man who believes in the axiom, "Anything worth doing at all is worth doing well," will have no trouble in making satisfactory ornaments of papier mache.

The foregoing has applied only to ornaments in half relief or less. Ornaments in full relief are made in two or more sections and afterwards joined together. These are usually large pieces, such as urns and similar objects. Very large pieces of papier mache are generally reinforced with pieces of wood placed on the inside and tacked in place to keep them in shape and facilitate handling.

There are almost as many ways of finishing papier mache ornaments as there are ways of finishing backgrounds. The smaller pieces are frequently gilded or bronzed. One way to accomplish this is to varnish the piece and dust it with powdered bronze or gold. Another is to shellac the casting and then apply bronze paint. Distemper or cold water paints can be applied directly to the papier mache. But every display man is so familiar with these methods that it is useless to review them here.

There is another kind of papier mache work that is highly effective in the display window under certain circumstances. It will be described in the next chapter of this series.

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Sales Plans

MERCHANTS generally look forward to the summer months for dull business and many of them unnecessarily lose trade for the reason that they do not go after it with any degree of enthusiasm. There is plenty of business to be had in summer but it has to be hustled for more than at other seasons. "Sales Plans" is a volume of selling ideas that will prove a big help to the merchant in summer. This book contains more than three hundred schemes for special sales that have been used successfully by some of the cleverest retailers in the country. These plans are fully explained and in many cases advertisements have been reproduced. There are schemes for big stores and schemes for little stores, and, no matter how he may be situated, every retailer can find some practical plan that will fit his particular case.

The price of "Sales Plans" is \$2.50 and it will be forwarded to any address for that amount. If it is not all that has been claimed for it, the money will be refunded without argument. Send \$2.50 now to the Merchants Record Co., 431 S. Dearborn St., Chicago, and get this valuable book.

✕ ✕

GET AN AIR BRUSH. Every display man or show card writer needs one. It will enable you to do your work quicker and better and will soon pay for itself in time saved.

DRAWING FOR THE DISPLAY MAN

OME PRACTICAL POINTS COVERING THE ELEMENTARY PRINCIPLES OF SKETCHING THAT EVERY DISPLAY MAN SHOULD KNOW—RULES THAT MUST BE FOLLOWED TO GET RESULTS

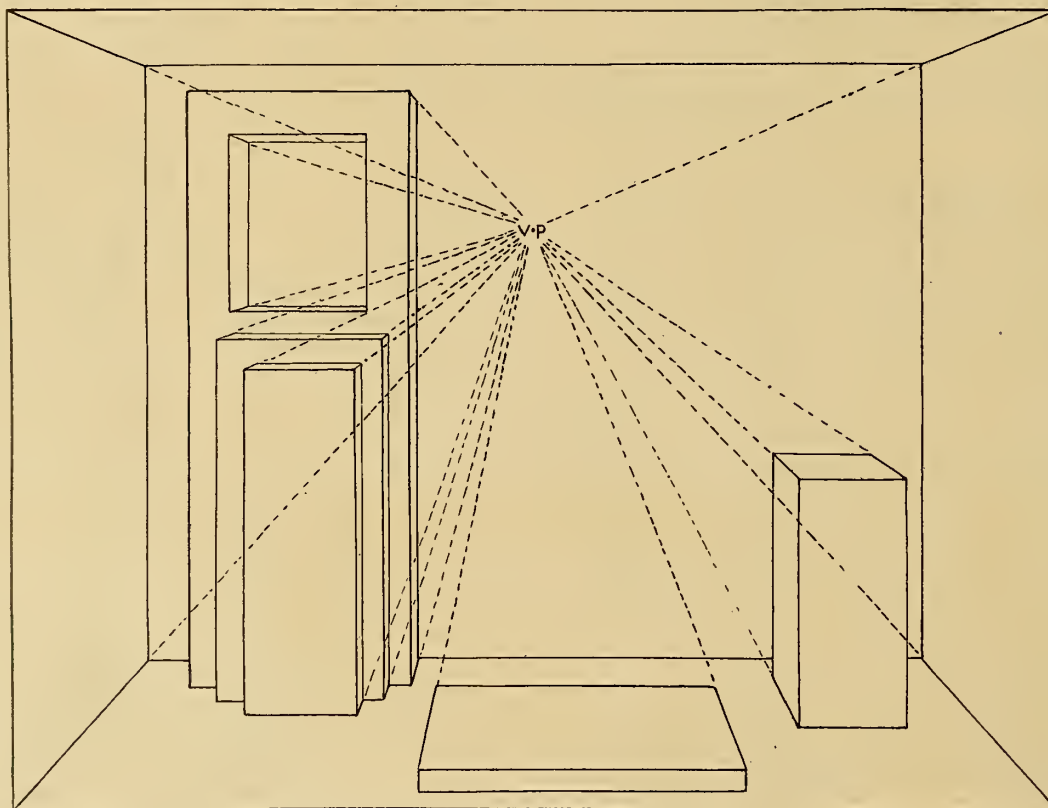
William E. Barber

EDITOR'S NOTE:—This is the fourth of a series of articles intended to instruct the display man in the general principles of drawing in its various branches. In preparing these articles, it has been the purpose of the writer to make them direct and practical, eliminating theories and presenting the government principles of draftsmanship as simply as possible. There is so much that might be said on any one of the innumerable phases of composition and drawing, that it has been necessary to touch, as briefly as may be consistent with thoroughness, upon the more important phases of the subject.

THERE ARE TWO WAYS in which a design for a show window may be drawn. One way, the easiest, is to draw what architects call a "front elevation." This is a picture that makes the design appear as if it were perfectly flat and none of the parts standing out in relief. While such a drawing shows no depth, it gives a good idea of the general outlines of the various details when viewed from directly in front, but it conveys no impression of how the setting would appear when viewed from the side.

all three dimensions—length, breadth and thickness, and gives an accurate idea of how the setting will actually look. The accompanying sketch illustrates the general principles of perspective drawing as applied to the show window. This is the simplest possible sort of a design. At the left is a set piece composed of three box-like sections. The largest one has a square cut-out at the top. At the right is a box-like pedestal and on the floor in front is a square slab. Each of these details has purposely been made as simple as possible in order that the writer may make his meaning more clear. It may be said in this connection, however, that the law of perspective that is illustrated in this picture will apply to all designs, no matter how complicated they may be.

The large outer parallelogram represents the front of the window. The inner parallelogram shows the back of the window. The vanishing point is shown at VP, which is supposed to be on a level with the eye of a person standing on the pavement in front of the window. In the diagram VP is shown a trifle higher than it would be in most cases. It will be noted that all of the diagonal lines, if continued as indicated by the dotted lines, would merge together at VP. This illustrates the rule, *all parallel horizontal lines receding from the eye appear to come together*



PERSPECTIVE OF A SHOW WINDOW SETTING.

It is, therefore, an incomplete drawing. It shows only two dimensions—length and breadth.

The other way is to make the drawing according to the rules of perspective, as they have been explained in preceding chapters. The perspective drawing shows

at a point on the level of the eye. That is the chief rule to be remembered in straight perspective drawing such as the display man will employ in drawing show window settings. There are many other phases of perspective and many other rules, but for the

Spend Your Vacation in Chicago

(The Center of the Window Display World)

Spend Part of Your Time at the Koester School

(The Foremost Window Display School in the World)

It is quite important that you begin now to plan your summer vacation. Why not combine business with pleasure this year and make your vacation pay you a double dividend?

The ideal vacation is, of course, the one from which one gets the most lasting benefit, physically, mentally and financially.

A short course in the Koester School solves the "Ideal Vacation Problem" in a very practical way.

There's no other line of work in which so much can be accomplished in a short time as a study of Window Trimming, Card Writing and Advertising. There's no better way to make your vacation pay you large future dividends than by a study of these subjects at the Koester School. There's no other place from which you can gather so many valuable new ideas that you can adapt to your own work for years to come.

SPECIAL VACATION COURSES will start at the KOESTER SCHOOL in June and continue through the months of July and August. We have two weeks', three weeks', and four weeks' courses in window trimming or card writing alone; or, combination courses including window trimming, card writing and advertising. The shorter courses are devoted to particular lines of merchandise while the four weeks' course includes all lines regularly handled in our complete eight weeks' course for beginners.

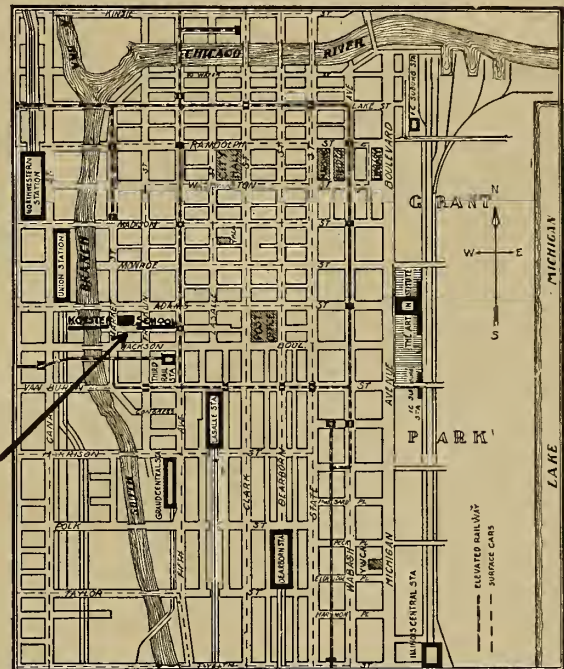
Decide right now to make this year's vacation count toward your future advancement.

How to Reach the Koester School

By referring to this map, every student on arriving in Chicago can see exactly how to reach the school; every station is within easy walking distance.

This map shows location of Koester School in close proximity to all Rail Stations, Postoffice, Art Institute, State Street, etc. Following is table showing what station your train arrives at and map will show you how to reach the school.

C., C., C. & St. L.	Illinois Central Station Illinois Central	Michigan Central
C. & W. Ind. Monon Route Grand Trunk	Dearborn Street Station A., T. & S. Fe C. & E. I. Wabash	Erie Chicago & Erie Chesapeake & Ohio
	Grand Central Station Baltimore & Ohio Soo Line	Pere Marquette Chicago Great Western
	La Salle Street Station Chi., R. I. & P. N. Y., Chi. & St. L.	Lake Shore & M. S. Chi., Ind. & So.
	Northwestern Station Chicago & Northwestern	
	Union Station C. B. & Q. Pennsylvania Lines Pittsb'g, Cin., Chi. & St. L.	C., M. & St. P. Chi. & Alton Chi. & St. L.
	Third Rail System Aurora, Elgin & Chicago Elec.	



Map showing Koester School and its proximity to railway stations in Chicago



The above illustration shows a bird's eye view of the central business district of Chicago. It illustrates graphically the location of the Koester School one block from Marshall Field's wholesale, and only a few blocks from State Street and all the big Department Stores. Fig. 1 in the drawing is the Koester School; Fig. 2, Marshall Field's wholesale; Fig. 3, Postoffice; Fig. 4, Carson Pirie Scott & Co.; Fig. 5, Mandel's; Fig. 6, Marshall Field's retail; Fig. 7, the Art Institute.

Don't Delay Start Today

If you do not have our literature we will gladly send you full information in our very interesting booklets.

Also write for our new Supplement to our Card Writing Supply Catalogue.

The KOESTER SCHOOL

215 South Market Street Chicago, Ill.

simple work of drawing window designs the one rule given here will be enough to start with.

Now get some paper and do some practicing on simple designs. What is known as "cross section" paper will be a great help and time-saver to the beginner who is learning this sort of drawing. This is a paper that is ruled into little squares, either eight to the inch or ten to the inch. Cross section is ruled in faint blue lines, with those marking the inches a little heavier than the others. These faint lines do not interfere in any way with the drawing, yet they save much measuring and insure lines being drawn parallel. The lines are also of great assistance in drawing to scale. For example, the draftsman can allow one-half inch to one foot, or even one inch to one foot, and to get these measurements exact he has only to count the little squares. If this is done properly, the design may be depended upon to work out just as it is shown in the drawing. Cross section paper 8x8 to the inch is the easiest to use.

Before beginning the drawing, get the exact height and width of your window. Then, on your cross section paper, lay out a parallelogram in exactly the same proportion as the window. For the beginner a scale of one inch to one foot is easier to work on than a one-half inch scale. The next thing to do is to establish the vanishing point, or VP, as we shall call it hereafter. To get VP, stand out on the sidewalk and fix a point in the middle of the back and as near as possible to the level of the eye. Then mark this point on your paper, being careful to get it placed just half way between the two sides. Then draw in the back of the windows, being careful to make the receding parallel lines converge at VP. When the back of the window has been established, you are ready to proceed with the design for the setting. Start out at first with the simplest possible designs and work on these until you have the knack; use a ruler frequently to test your perspective. Then you can try for more complicated effects; but don't try to go too

fast. Use a medium pencil and draw the lines faintly at first until you are sure you have them rightly placed; then they can be strengthened. Have a piece of sand-paper or a file handy to keep your pencil sharp, and a soft rubber eraser or a piece of art gum for making erasures that will be frequent at the start.

By using the cross section paper and following the simple suggestions that have been offered, you will be surprised to discover how easy it is to make an accurate drawing. But in using the cross section paper, remember that the measurements apply only at the front of the picture. On account of the diminished size of objects farther from the eye, a scale that would apply in the foreground would be altogether out of proportion when applied to objects at the back of the window. It is, in fact, an impossibility to make a perspective drawing that will be true to scale. A scale drawing can only be made flat, as was explained at the beginning of this chapter.

It is not given to everyone to be able to master the art of drawing. With some people it is impossible to learn, but these are few. The average display man who is willing to study and practice can in a short time grasp the general idea of drawing sufficiently well to make practical sketches that anyone can understand. And the more he practices the better his drawing will be. He may never become very much of an artist, but he will be able to make pictures that will be understandable to him and which will be found of the utmost value in his work. It is said that whenever Napoleon wished to remember a name, he wrote it down on a piece of paper—and then threw the paper away. The simple process of writing visualized the name in his mind and he never forgot it. So it is with the display man, with the exception that it is not likely that he will throw his sketches away. Even a rough sketch that he may draw of some detail will help to fix an image in his mind so that when he sees the sketch the original will come back to him as clearly as if it were before him.



Plate No. 9196—A Fourth of July Display by Tom Allan for Phelps-Dodge Merc. Co., Douglas, Ariz.

This display was put in for the Fourth of July and the decorating was done in the national colors. The two large shields at the back were made of red and white snowballs and blue poinsettias. In the large frame was the Declara-

tion of Independence. The other decorations consisted of festooning, flags, lanterns, etc., all in the national colors. This window is 42 feet long. The plate was reversed when this print was made.



Speed Up Your Summer Sales With Good Window Settings

Let Us Help You to Put a "Punch" in Your Displays

AN attractive background of correct design, or an artistic set piece will put a "punch" in your display of merchandise. It is impossible to show merchandise to its best advantage and to get the right effects in arrangement in your windows unless you have the proper setting and fixtures.

Good merchandise to look its best needs to be shown with the right surroundings as to color and architectural effects. The little picture above will give an idea of the methods we use in designing and building permanent backgrounds. This background is made entirely of oak and is so designed as to be architecturally decorative in a style that will never grow tiresome.

Our system of construction makes it possible for you to have a permanent setting of handsome wood that is really attractive and appropriate rather than the usual kind of plain paneled wood work. The above decorative principle can be

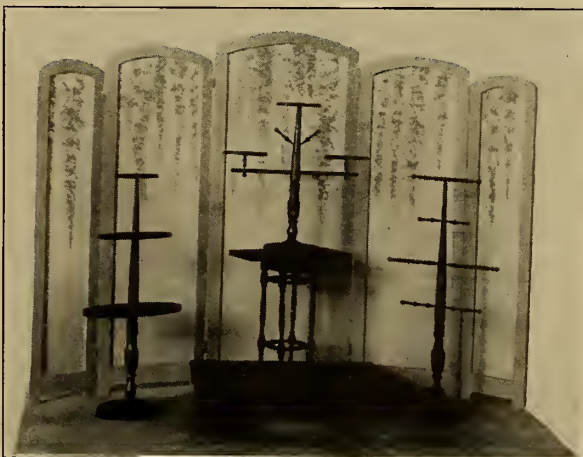
applied to any style of architectural setting. It is only one of the many designs we have on display in our new show rooms.

You can readily see the advantage in showing your merchandise before a setting such as this one. Start a campaign for increased business with good window displays—displays with the "punch" that produces business.

OUR STUDIO will interest you. We have brought out a number of new and advanced ideas that will open your eyes to what we are doing in the way of creating artistic display devices. Visit us when in Chicago.

Our line includes special screens, decorative tables, pedestals, display fixtures, paintings, relief ornaments, etc. It will pay you to call on us before ordering a new background. Write for our art catalog. It is full of good ideas.

Lower Pictures Show Some New and Original Designs in Display Fixtures



THE BODINE-SPANJER CO.

DESIGNERS AND BUILDERS OF BACKGROUNDS FOR SHOW WINDOWS

1160 CHATHAM COURT, CHICAGO—Phone Superior 4610

M. P. Staulcup, Eastern Representative, 44 East 23rd St., New York

To reach our studio when in Chicago, take Larrabee St. car on Dearborn (Down Town) North to Division St., walk one block west to Chatham Court

PRESIDENT, C. J. POTTER, 1627 Washington Ave., St. Louis, Mo.

SECRETARY, P. W. HUNSICKER, 123 Dwight Ave., Grand Rapids, Mich.

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St. Paul, Minn.F. S. PRATT
Joliet, Ill.J. H. DEWITT
Terre Haute, Ind.H. B. MARTIN
Rochester, N. Y.

International Association of Display Men

You Can't Afford to Miss It

By C. J. Potter, President I.A.D.M.

We are in the home-stretch of what will prove to be the greatest year of accomplishments in the history of the International Association of Display Men. Many new clubs have been organized in the past few months, most of the old clubs are holding regular meetings and some are having rousing ones.

The program committee with A. E. Hurst at its head is preparing a wonderful program of real value for that splendid convention, which will take place the first Monday in August. This committee has secured some of the brightest minds in the display advertising field and in addition to these other big men who are doing things will tell us how they do them, thereby giving those who attend the New York Convention, a bigger, broader view of advertising and merchandising.

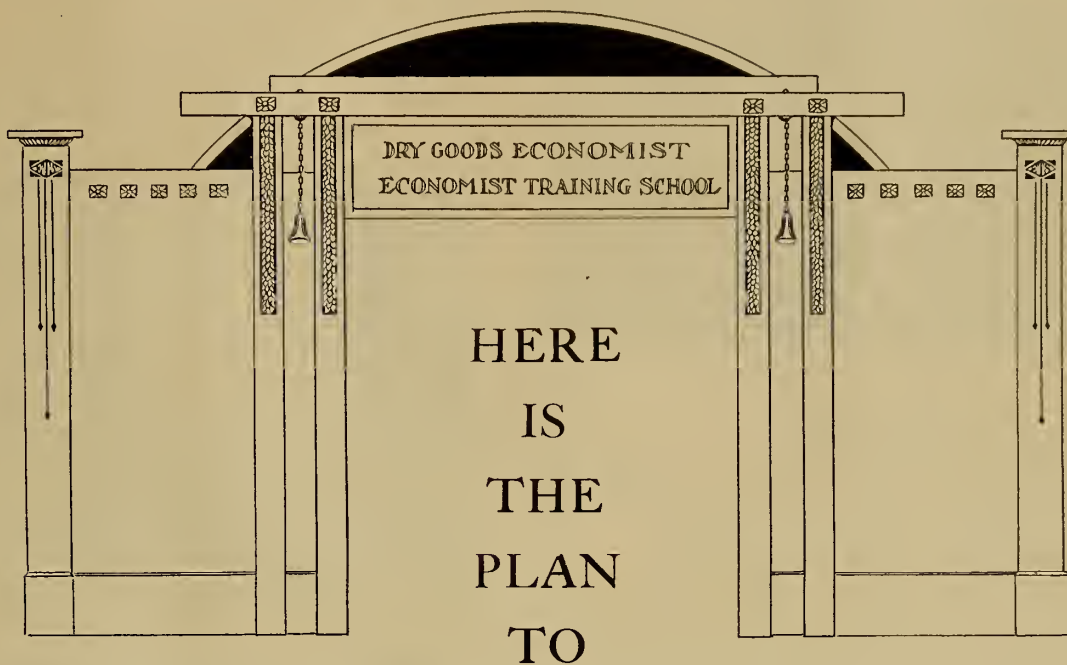
Merchants' Day promises to be an epoch making event in the history of the I.A.D.M. because on this day the program is of such a nature that merchants and manufacturers will be keenly interested, and will show to the merchants, advertising men and manufacturers what the I.A.D.M. is really doing.

The preceding conventions have been good, each one a little better than the one before, but this one in New York promises to be the greatest of any from a standpoint of business, for the preparations are on a larger scale, bigger men are interested and a much more progressive and constructive program is being prepared.

There are a number of reasons why every display man in this country and Canada should attend, especially if they are interested in developing the profession of display advertising. Remember it is only through such gatherings as these that the real merits of window displays can be brought to the attention of merchants and manufacturers. It is just such meetings that have brought the I.A.D.M. into national prominence, so let us all put our shoulder to the wheel and work for prestige and for our profession. This can be done by attending the convention and taking an active part in it. Let your slogan be—

On to New York—On to New York

Get busy in the local association. Keep boosting for you can't afford to stay away.



Double The Value of Your Vacation

Combine Profit with Business and Get More of Both

Spend two or more weeks in New York—the metropolis of America. Visit its wonderful seashore resorts; all within 10c fare of the city—study the great retail establishments and spend six or seven hours of five days of each week at the Economist Training School in laying the founda-

tion for a greater and more profitable future.

The E. T. S. staff has planned a dependable program of two weeks' duration of special value to those with store experience. It is designed to keep you well informed on important developments in retailing.

“A Vacation Message for You”

is the title of this new E. T. S. circular which will be of value and interest to every merchant, display man, advertising man, show-card writer and store worker.

It explains how you may keep in touch with the important developments in retailing.

The E. T. S. successfully teaches Salesmanship, Advertising, Display Management, Show-card writing and Salesmanagement.

We want you to have a copy of this unusual program.

Send a postal or return the coupon.

☐ Send School Book to

☐ Send Vacation Message to

Name

Address

ECONOMIST TRAINING SCHOOL

239-245 W. 39th St.

INSTRUCTION DEPARTMENT OF THE
DRY GOODS ECONOMIST

NEW YORK CITY

Report of Program Committee

THE PROGRAM COMMITTEE for the New York Convention takes pleasure in announcing that this meeting ought to be the most substantial and worth-while gathering of display men ever held.

This report is based on the thorough and practical co-operation that is being given by the big men in the display managing field all over this country and Canada.

Monday afternoon, the first day of the Convention, has been set aside for demonstrations and lectures by members of the Display Managers' Club of America, which is a social organization with its headquarters in New York.

The men who will take part in this program are so well known that very little introduction is needed. The features submitted are indicative of the energy that will be expended to make this afternoon a great success from an educational standpoint. This outline is far from complete.

In the next issue of the paper we will be able to give the plans for this afternoon's program in greater detail. In the main, the list following summarizes the program that has been decided upon by the Display Managers' Club:

DRAPING AND COLOR HARMONY

Mr. Allert, with R. H. Macy's; Mr. Frankenthal, with B. Altman & Co.; Mr. Tishman, with Jas. McCreary & Co.

FASHION SHOW

Mr. Cronin, with L. Bamberger & Co., Newark, N. J.; Mr. Charles Wendel, formerly with Gimbel's.

READY-TO-WEAR AND FURNISHINGS

Mr. Kelly, with Oppenheim Collins; Mr. Richter, with Saks & Co.; Mr. Trewhella, with Best & Co.; Mr. Nathan, Jordan Marsh, Boston.

EFFICIENCY AND SALES

Mr. Hibscher, with L. S. Plaut & Co., Newark, N. J.; Mr. Schmehl, with J. B. Greenhut & Co.

ARTISTIC VS. SALES DISPLAY

Illustrated stereopticon lecture, Jerome A. Koerber, with Strawbridge & Clothier, Philadelphia.

The following well known men and retail experts will have prominent parts on the educational program. Complete detailed description of their talks and demonstrations will be given in the next issue:

A. J. Edgell, Society for Electrical Development, New York.

Dr. William H. Tolman, Director American Museum of Safety, New York.

A. L. Powell, General Electric Co., New York.
Fred T. Frazier, haberdasher, New York.

G. A. Smith, Dry Goods Economist, New York.
George J. Cowan, Dry Goods Reporter, Chicago.

A. E. HURST,

Chairman Program Committee, I. A. D. M.
231 West Thirty-ninth St., New York.

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Entertainment

WEDNESDAY NIGHT, the big entertainment night of the Convention, will be known as the I. A. D. M. Blow Out or Wake. This will be an evening of diversion, novelty, surprises, merriment, amusement, sociability, fellowship, inspiration and memories. Woe be to him who dares to put a damper upon it by being absent. And the co-operation of everyone is most earnestly desired in an early reservation of plate space so that the committee may govern the number of souvenirs which will be distributed at this "big doings" accordingly. Make your banquet reservation now so as to lighten the work of the committee at the last minute.

Mr. J. W. Johnston, of Rochester, N. Y., will act as Master of Ceremonies, on the evening of entertainment night. Mr. Johnston is a man with an unusual amount of experience in successfully arranging affairs of this kind and the association is sure to benefit by his knowledge. His acceptance to this position still further assures our entertainment night of an unusual success. Mr. Johnston joined the I. A. D. M. last year through the Flower City Association of Display Men. His father is one of the firm of Sibley, Lindsay & Curr Co. Mr. Johnston has completed a very unusual apprenticeship of six years in all five branches of direct department store advertising, and has worked together with Mr. E. Dudley Pierce in the designs and actual preparation of many special window features.

His qualifications as successful master of ceremonies for entertainment night rests on the fact that he has directed the Harvard University Orchestra and the Harvard University band in his senior year at Cambridge. Before his graduation and after his graduation his songs were used at Harvard University at their annual Yale-Harvard games.

He has had charge of many successful entertainments for store employes. He is chorister of the Rochester Harvard club, position which he has held for the last three years. He is also the author of the popular Harvard alumni song "The Harvard Yard," which is sung by Harvard men in many climes.

Mr. J. W. Johnston wants all display men to use their "think tank" and send in parodies on the popular melodies to be used at this time. Send these suggestions directly to Mr. J. W. Johnston, Box 578, Rochester, N. Y.

A. E. HURST,

Chairman of the Program Committee, I. A. D. M.,
231 W. 39th St., New York.

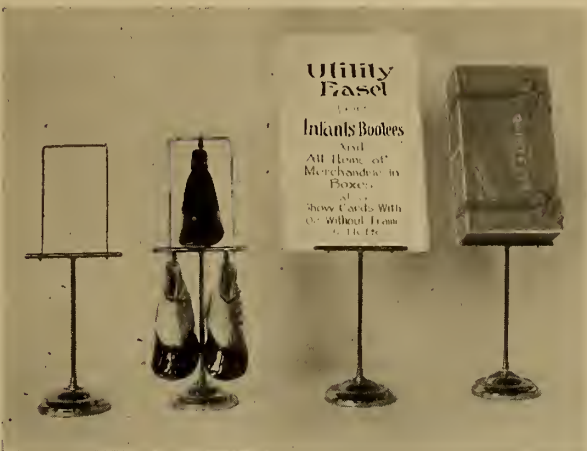
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Exhibit Space All Sold

NOT only does the Convention promise a big success from the educational features on the program, but the exposition of manufacturers showing products and materials of interest and value to the display men in their work is an assured success. All of the original seventy-five spaces have been sold and

Fixtures that Look Good and Are Good Clear Through

Great Western fixtures are unusually handsome, but we are not so proud of their appearance as of the way they are built and the material there is in them. We believe they are the best fixtures money can buy, yet they cost no more than the common kind. If you'll give us a chance we can convince you of this.



Above is shown a little utility stand that is meeting with big sales. It can be used for showing booties and many other small articles. It is especially good for boxed merchandise. We would like to tell you more about this useful and inexpensive fixture. It will interest you.

Let Us Send You a Catalog

Great Western Fixture Works
616 Medinah Building CHICAGO



Show Window Valances Made to Your Order

Carrying out any design or trademark. Made to conform with any style of front

We also carry a great number of beautiful stock designs to sell by the yard at very reasonable prices

Write for Portfolio of
Sketches and Price List

The Window Decorative Works

Dept. K. 1258 W. 4th St.

Cleveland, Ohio



Luxfer Makes Your Whole Store A Daylighted Show Window

If your show windows contained the most attractive merchandise, displayed in the most attractive manner, and yet lacked Daylight in them, how much advertising value would such windows possess?

In a great measure Daylight *in your store* is just as important as it is in your windows, for at best the windows can only be expected to attract *customers*, while in the *interior* of your store they may spend many minutes or hours as the case may be.

As a progressive merchant carrying dependable goods, it is to your decided advantage to attract all the customers that is possible—not only by attractive merchandise and Daylighted windows but by a Daylighted store *throughout*.

55,000 Merchants

throughout the United States have found that Daylight is not merely an eye comfort but an absolute business necessity. It attracts Customers and holds them because it makes their shopping a pleasure. When they leave a Daylighted store without that "tired shopping feeling" they are glad to *come back* again and again and the good results are mutual.

Don't let any more days pass without installing LUXFER. It is a most valuable business and health factor in your store. It increases your business by flooding your store with Daylight, increases the shopping energy of your customers and sales energy of your clerks.

LUXFER Sidewalk Lights, Transom Lights, Floor Lights, Roof Lights, etc., will make your store a "Daylight Palace." LUXFER cuts down your artificial light bills, improves the appearance of your store and pays for its installation in a short time.

Let us tell you how this can be done. Our Daylighting experts are at your service and will be glad to give you their co-operation without charge, on request.

AMERICAN Luxfer Prism COMPANY

Chicago—Heyworth Bldg.
Boston—49 Federal St.
Cleveland—419-20 Citizens' Bldg.
Detroit—Builders' Exchange
Duluth—310 W. Michigan St.
Minneapolis—1137 Plymouth Bldg.
Kansas City—909-10 N. Y. Life Bldg.

Milwaukee—Stroh Bldg.
New York—507 W. Broadway
New Orleans—904 Hennen Bldg.
Philadelphia—411 Walnut St.
St. Paul—365 University Ave.
Rochester—36 Exchange St.
Dallas—Builders' Exchange
San Francisco—445-47 Turk St.
Los Angeles—1835 S. Main St.

it will be necessary to create additional space in order to accommodate all of the progressive manufacturers who will be represented.

All profits accruing from the sale of exhibition space go to the fund for entertaining the delegates to the Convention and to the treasurer of the association for educational work. It is the sincere desire of this committee to turn as much of this fund as possible into the treasury for the educational work as this is most important for the future success of the organization.

LIST OF EXHIBITORS

L. Bauman & Co., Chicago.
Barlow Co., Holyoke, Mass.
Ber-Zer Studios, Dayton, Ohio.
Botanical Dec. Co., Chicago.
B. Brager & Sons, New York.
Chicago Display Managers' School, Chicago.
Curtis-Leger Fix. Co., Chicago.
Bert Daily, Dayton, Ohio.
Economist Training School, New York.
L. A. Feldman Fix. Co., New York.
Frankel D. F. Co., New York.
G. Wallace Hess, Chicago.
J. W. Johnston, Rochester, N. Y.
H. W. Johns-Manville Co., New York.
Koester School, Chicago.
Hugh Lyons & Co., Lansing, Mich.
Merchants Record & Show Window, Chicago.
Norwich Nickel & Brass Co., Norwich Conn.
Ornamental Products Co., Detroit, Mich.
J. R. Palmenberg's Sons, New York.
Pittsburgh Refl. & Illg. Co., Pittsburgh, Pa.
Polay Fixture Service, Chicago.
Schack Artificial Flower Co., Chicago.
J. B. Williams, New York.
Sol. Levin & Co., New York.
J. & J. Kohn, New York.
Signs of the Times, Cincinnati.
All-Styles Hanger Co., New York.
Dry Goods Economist, New York.
Electric Fountain Co., New York.
Kindlimann Form Co., New York.
N. Y. Flower Dec. Co., New York.
Wm. Buhrig Co., New York.
I. N. Culver, New York.
Frederick Pierce Co., New York.
Clothier-Furnisher, New York.
Society Elec. Develop., New York.
Dry Goods Reporter, Chicago.
Drygoodsman, St. Louis, Mo.
Decorative Plant Co., New York.
Carters Ink Co., Boston, Mass.
Mercantile Adv. Co., New York.
Displays Co., New York.
L. Biagiotti, New York.
Greenwald Display Fix. Co., New York.
M. L. Himmel & Son, Baltimore, Md.
Calkins Studio, Chicago.
Geo. C. Whitney Co., Worcester, Mass.

Educational Features

THE following educational features were announced and described in previous issues. Mr. J. A. McNabb of the Richard Hall & Sons Co., Peterboro, Can., president of the Canadian Association of Display Men, subject, "The Show Window as a Sale Promoter;" Fred S. Pratt, with Dinett, Nachbour & Co., Joliet, Ill., president of the Joliet local, subject, "Efficiency, Organization and Co-operation." Samuel Friedman of the S. Blach Co., Birmingham, Ala., president of the Birmingham local, subject, "Taking the Play Out of Display." Mr. Friedman will bring his own fixtures from Birmingham to make his talk more

impressive by an actual demonstration. E. H. DeRhodes, merchant, with the F. H. DeRhodes department store, Chadron, Neb., subject, "Modern Display Methods." Walter F. Wehner, head display manager for Brill Bros., Broadway and Forty-ninth street, New York City, subject, "New and Practical Stunts in Men's Wear Units." Harry W. Hoile, with Loveman, Joseph & Loeb, Birmingham, Ala., former president of the Birmingham local, will demonstrate "Live Model Draping." Mr. J. M. W. Yost, Penn Traffic Store, Johnstown, Pa., president of the Johnstown local, subject, "Analysis of Lines and Period Decorations." John T. Witsil of Brenteno's 5th Ave. Book Store, subject, "Display as a Factor in Selling Books." Roy F. Sole, editor of the *Hardware Age*, New York, subject, "A 16-hour Shift." E. Dudley Pierce, display manager for Sibley, Lindsay & Curr Co., Rochester, N. Y., former president of the Rochester local, subject, "Your First Curtain Call." L. A. Rogers, with E. M. Kohn & Co., Dallas, Tex., third vice-president of the International, subject, "The Eyes of the Store." Frank B. Maxwell, M. J. Connell Co., Butte, Mont., subject, "European and American Displays as Viewed by a Westerner."

No real live display man who honors his profession and respects his co-workers will miss the New York Convention if he can possibly help it.

♦ ♦

Go With the Chicago Crowd

ALL DISPLAY MEN from points west of Chicago and those from points nearby, as well as all others who can conveniently and without material extra cost, go through Chicago on their way to New York, should meet in this city and travel together to the New York Convention on the special train that has been arranged for, leaving July 30. There is every indication that there will be a big and enthusiastic delegation from Chicago and other cities in this district and you will find it much more pleasant to travel with the crowd than to make the trip alone. It is impossible at this early date to say just how many will travel on the Chicago Special, but there will probably be from fifty to one hundred. At any rate there will be enough to insure a jolly trip and a good time for all. Full particulars as to the Chicago Special, the rate of fare, time of leaving, etc., will be found in another notice.

For the accommodation of those who will go on the Chicago Special, the Hotel Sherman, one of the best of the big down-town hotels of Chicago, has kindly set aside a suite of rooms to be used as headquarters for the out-of-town delegates while waiting for the special to leave. This headquarters will be open on Thursday for the convenience of those who may come to the city ahead of time, for the purpose of inspecting the Chicago windows or to transact other business.

Chicago is a mighty fine place to spend a few days in summer and a world of entertainment is open to the visitor. One of the most novel entertainments in the city is right in the Hotel Sherman where the headquarters are to be. This is the famous ice skating rink



THE BIG \$500.00 Kewpie Window Display Contest Closes June 15

First Prize . . .	\$200.00 in gold . .	\$200.00
Second Prize . .	100.00 in gold . . .	100.00
Third Prize . . .	50.00 in gold . . .	50.00
Four Next Best . .	25.00 in gold . . .	100.00
Four Next Best . .	10.00 in gold . . .	40.00
To photographer of First Prize display		10.00
		\$500.00

Two Hundred Real Gold Dollars to the man who makes the best display; a hundred to the second—and just look at the other prizes! It's worth while trying for, isn't it?

If you haven't enough cards, we'll loan you 100 assorted subjects and a couple of big display cut-out Kewpies. May 1st twenty-seven new subjects will be ready. Want some of these, too? Get busy, Mr. Man, get busy!!

CAMPBELL ART CO., ELIZABETH, N. J.

Spring and Special Opening ANNOUNCEMENTS

Quickly Made with Newman's High Grade
Interchangeable Metal Letter Signs

Made in all sizes, all prices, for all lines. Also Building
Directory Boards, Bronze and Brass Signs and Name Plates



The NEWMAN Changeable Sign system consists of a grooved backboard covered with cloth and letters are made of an ivory finished metal, provided with two lugs or grips placed in the grooves of the backboard and are removable and replaceable with extreme ease. Under ordinary careful usage these letters are durable for all time. Letters are made in five sizes, Viz:—¼ inch, ½ inch, ¾ inch, 1 inch and 1½ inch.

We Manufacture the Most Complete Line in the World of Metal Signs, Brass and Bronze Tablets, Name Plates, Display Fixtures, Racks and Stands, Mechanical Window Devices, Advertising Devices, etc.

Write for Our Catalogs

THE NEWMAN MANUFACTURING CO.

NEW YORK: Established 1882 CHICAGO:
101 Fourth Avenue CINCINNATI, OHIO 108 W. Lake Street

REMOVAL

The Salesroom of the

**L. A. Feldman
Fixture Co.**

Makers of fine

Display Fixtures, Wax
Figures, Forms, etc.

is now located in our new building at

**24-26 West 30th St.
New York City**

Our Down Town Salesroom and Factory are
at 60-62 East 11th Street, near Broadway

in the College Inn, the only one of its kind in this country.

A splendid time is assured to all who travel by the Chicago Special and all those who may be able to take advantage of this arrangement are urged to do so. Make your arrangements as soon as possible and notify me of your intention to be with us as arrangements for sleepers will have to be made in advance.

GEORGE H. LAMBERTON,
431 S. Dearborn St., Chicago.

§ §

Special from Chicago

THE DELEGATES and those who go to the New York meeting of the International Association of Display Men at the "Waldorf-Astoria" Hotel, New York, will enjoy their "going" journey by taking advantage of fares and arrangements as consummated by the Transportation Committee.

Special service has been arranged for from Chicago to New York via the Baltimore & Ohio railroad, and we will travel on the schedule of the famous "Interstate Special," which is a solid-vestibuled, electric-lighted steel train, with coaches, compartment, drawing-room and lounging observation sleeping cars.

This train will leave "Grand Central Station," corner Fifth avenue and Harrison street, Chicago, at 10:45 a. m., Friday, July 30.

A souvenir table d'hote special menu dinner is contemplated for the evening meal, and next morning our party will enjoy the splendid "daylight ride" through the mountains, unsurpassed in America from a historical and scenic standpoint.

Upon our arrival at Union Station, Washington, D. C., splendid limousine "sight-seeing" cars will meet our party for a trip around the city of Washington, followed by a luncheon at one of the famous cafes for which Washington is noted. We will leave Washington on the schedule of the "Royal Limited" at 3 p. m. on the five-hour ride to New York.

A special representative of the passenger department will accompany our party and you are passing up a good thing if you do not immediately advise us of your intention of being one of us.

The regular one-way rate is \$19.10, Chicago to New York.

The round-trip, first-class fare will be approximately \$28.65, which is the very lowest rate possible via any route.

Sleeper fares, Chicago to New York, are: Lower berth, \$5; upper berth, \$4; drawing room, \$18; compartment, \$16.

The office of the Baltimore & Ohio railroad is located at No. 236 South Clark street, in the "Grand Pacific Hotel" building. The telephone numbers are Wabash 3242 or Auotmatic 58-9695. However, the entire arrangements are in the hands of Mr. George H. Lamberton, Secretary of the Merchants

Record and Show Window, at No. 431 South Dearborn street, Chicago. Please let us hear from you at once as to your intentions.

§ §

Preparing for the Contest

MEMBERS of the International Association of Display Men, who contemplate making entries in the annual prize contests, should not delay in getting their collections of show-cards, sketches and photographs ready to be sent, prepaid, to Mr. P. W. Hunsicker, Waldorf Astoria Hotel, New York City. They should be in his hands a week in advance of the Convention date. All entries will then be ready for the judges on the first day of the Convention and the prizes will be awarded on the second day. This will give all in attendance an opportunity to look at the work of others.

Probably few of the entrants realize the enormous quantity of material which is entered in these contests. Having filled the capacity of contest clerk at our last Convention, I am in a position to know of the work involved in classifying the various entries. Last year we received a truck load of cards, sketches and photographs which necessitated great care in assorting and classifying. Consequently the awarding of the prizes was delayed to such an extent that few in attendance were able to view the various collections.

In preparing your entries, carefully observe the rules governing the contests.

Conceal all marks of identification.

Write *nome-de-plume* and class number on all matter entered.

Enclose a sealed envelope containing your name and address with your *nom-de-plume* written on the outside.

See that entries are correctly classified.

FRED S. PRATT,

Member Executive Committee,
Joliet, Illinois.

§ §

Dallas Display Men Meet

THE Dallas Association of Display Advertising Men held its regular semi-monthly meeting at the Oriental Hotel in that city on the evening of May 3. A large and enthusiastic crowd of the members attended and immensely enjoyed a fifty-slide lantern lecture showing slides of prize-winning windows taken from the best dressed windows in the United States.

A demonstration was given by F. A. Smith, of the Robertson Clothing Company, showing the artistic form of unit trims with shirts and neckwear and this part of the program was greeted with applause. A committee was appointed to arrange a program for the "On-to-New-York" convention to be held in New York, Aug. 4. Plans were also discussed for a dance to be given by the display men in the near future.

§ §

Display Men Dance

A DANCE WAS HELD Wednesday evening, May 12, by the members of the California Display Managers and Window Trimmers' Association,



Chicago Display Managers School

H. D. Schumann

Here I am

Sales Instructor and Business Counselor

**PUTS THE MAN IN
MANAGER**
by training him to fill the display
managers' and store managers'
positions.

ready to train merchants, their sons, their advertising men and salespeople to better ways of selling. I will show you how to bring new trade and how to hold it; how to buy in order to sell profitably. I have many new selling ideas for retailers to make more money.

Write to me personally for the particulars, or address the president.

DEPARTMENT M

CHICAGO DISPLAY MANAGERS SCHOOL

304-306 JACKSON BOULEVARD

CHICAGO

PERSONAL INSTRUCTION

Display Management, Retail Advertising, Show Card Writing, Window and Interior Display, Salesmanship

CORRESPONDENCE COURSES

Advertising, Card Writing, Salesmanship

A Special Service for Merchants and Manufacturers
Consisting of Window Displays, Advertising, Business Counsel



A new window display drape of silk materials, two colors used and only two pin attachments. Let me show you how to do this.

Samuel K. Mill

Draping Instructor,
Chicago Display Managers School

KADY SUSPENDERS

are built to wear—and to wear with comfort. Sturdy yet flexible, high grade webbing gives them a combination of strength and lightness which is unsurpassed.

THE Double Crown Roller (Patented)

provides an automatic adjustment of the bands which conform to the wearer's every movement and prevents the slightest binding or discomfort.

Kady Suspenders are the choice of a large group of generous and discriminating buyers who appreciate and demand quality.

Retail at 50c and 75c
Prices to Dealers
\$4.00 and \$4.25 doz.



THE OHIO SUSPENDER CO., Mansfield, O.
Makers of all kinds of Garters, Suspenders and Belts.

The Frankel Display Fixture Company New York

Cordially invites

The International Association of Display Men

to visit their Grand Exhibition occupying
the entire

Royal Blue Room

which is situated at the extreme end of
the Convention Floor
(5th Ave. and 34th St.)

Waldorf Astoria Hotel New York

August 2nd, 3rd, 4th and 5th
A most hearty welcome awaits you

Frankel's Big Showroom

733 and 735 Broadway
One Block from Wanamaker's

in Los Angeles. The event took place at Rutherford's school for dancing and all who attended enjoyed themselves immensely. This association has made great progress since its organization about a year ago and the dance was given so that all of the Los Angeles decorators and their wives, sweethearts and friends could become better acquainted. It also served to arouse additional enthusiasm as to the coming annual outing to be held in San Diego, July 3, 4 and 5.

July 5 is to be designated officially as display men's day at the San Diego exposition. Special Santa Fe trains will leave Los Angeles, Saturday, July 3, and a military band will escort the members to the U. S. Grant hotel. An attractive program has been arranged by Harry Heim, of the Marston Company, San Diego.

This will include a visit to Coronado beach, dinner and dance at the exposition, visits to the Mexican boundary, Point Loma, Fort Rosecrans, wireless stations, Ramona's marriage place and other points of interest.

The following officers will give complete information regarding the trip to all who desire to take advantage of the special rates obtained by the association: J. A. Jones, Coulter Dry Goods Company, president; Paul Lupo, New York Cloak and Suit House, vice-president; H. R. Buchanan, Mercantile Company, Long Beach, secretary; and J. M. Walters, of the J. W. Robinson Company, treasurer.

✕ ✕

A Knocking Expedition

THE MEMBERS of the Birmingham, Ala., branch of the International Association of Displaymen held their regular Tuesday night meeting, recently, at the Chamber of Commerce. After the meeting adjourned the entire body of members made a tour of inspection, taking in the windows of the members present.

As they arrived at each show window all would gather around and knock and criticize and "kid" the man whose windows were being inspected. Everybody enjoyed it immensely, it having been agreed that the man who got "peeved" would be forced to stand treat to the bunch.

The Birmingham local publishes an interesting little monthly magazine called "Through the Window." It is a bright little booklet of eight pages filled with brief but timely talks, on subjects of interest to display men.

✕ ✕

Montgomery, Ala. Local

FORMAL organization of the Montgomery, Ala., Association of Display Men, with A. D. Lewis as president, was effected April 13, when the local window trimmers met at the Chamber of Commerce. Preliminary meeting of the organization was held some days previously. Officers elected, in addition to President Lewis, were J. E. Hyde, vice-president; A. Gold, secretary; and W. J. Fritts, treasurer. The board of trustees is composed of W. J. Hall, S. L. Hawkins and C. L. Witherington.

Committees on membership, entertainment, publicity and program were named, and constitution and by-laws adopted. Application for charter was drawn up for submission to the International Association of Display Men.

Regular meetings will be held by the local association every other Tuesday night at the headquarters in the Chamber of Commerce building.

Charter members of the association are the following: S. L. Hawkins, with John L. Cobbs; W. J. Fritts, Capitol Clothing Store; H. S. Deudney, Bullock Shoe Store; J. E. Hyde, Alex Rice, A. Gold, Guarantee Millinery Store; A. D. Lewis, I. Levystein; S. L. Witherington, The Hub; D. M. Clint, Hann's Shoe Store; W. J. Hall, May-Green Sporting Goods Company; George Jones, The Fair; Mr. Bliss, Nachman and Meertief; C. R. Heaton, Tullis Hardware Company.

✕ ✕

New Local in Yonkers, N. Y.

ON MONDAY, MAY 17th, display men employed in Yonkers, N. Y., met at the City Club in that city and organized the "Yonkers Display Men's Ass'n." The following were elected officers:

President—Thos. F. McEnroe.

Vice-President—N. J. Benzie.

Secretary—G. M. Archibald.

Treasurer—L. O. Barden.

Trustees—Leo Kelly, Robert A. Gottlieb and Philip Levine.

The gathering was addressed by A. E. Hurst, A. J. Edgell and Thos. A. Knapp, of the Greater New York Display Men's Association. A stereopticon lecture, furnished by the Educational Committee of the International Association, was a feature of this meeting.

Yonkers is a city of 90,000 population and an active membership campaign will be instituted to interest all local display men as well as those of Mt. Vernon and New Rochelle. The new local will later affiliate with the International Association.

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WHATEVER ELSE YOU DO, go to the New York convention of the I. A. D. M. No matter how far you may have to travel, you will be amply repaid by what you will learn of the latest methods in display in all its branches. Read the announcements that are appearing in this journal as to the program and other features and you will learn that the educational features alone constitute a liberal education in advanced display methods. You certainly cannot afford to miss this meeting.

✕ ✕

B. ALTMAN & CO., of New York, advertise that all charged or paid purchases, including bulky and heavy shipments, will be forwarded free of charge, by mail, freight or express, to any point in the United States. While this is a liberal offer it is not so reckless as might appear on the face of the announcement for the reason that this store does not sell furniture or house furnishing goods.

Palmenberg

Our New Salesrooms in the
PALMENBERG BUILDING

63 and 65 West 36th Street (Herald Square) New York

Are in keeping with modern merchandising.

Over 20,000 square feet of samples of everything to display anything.

**Window Fixtures, Display Forms, Wax Figures
Artificial Flowers, Valances, Garment Hangers, Racks, Etc.**

An alluring arrangement of staples and novelties—a veritable inspiration to the merchant and display man.

Harmony

Symmetry

Contrast

Utility

J. R. Palmenberg's Sons

Established
1852

Factory: 89 and 91 West Third Street, New York

30 Kingston Street }
110 Bedford Street } BOSTON

10 and 12 Hopkins Place
BALTIMORE



\$1.00
BUYS
COMPLETE SET of
PURE RED SABLE
ONE STROKE
SHOW CARD
BRUSHES
GUARANTEED
to be the best Brush
You ever used.
Outclasses the old
style "igger" **MY**
HANDSOME 96 PAGE
CATALOG SENT FREE
Chas. J. Strong, Founder
DETROIT SCHOOL
OF LETTERING
ESTD. 1899
DETROIT MICH.

EXACT SIZE

Show Window Valances



JUST OFF THE PRESS
OUR NEW CATALOG
OF OUR UP-TO-DATE DESIGNS IN
Show Window Valances
and Puff Shades

MAKE your windows a positive sales factor by imparting to them an attractive, made to order appearance. Our Valances will give your windows individuality—make them stand out from those of your neighbor.

Our new Catalog will suggest what you need to fill your requirements and our Service Department will supply the information on the proper proportions and designs suitable to your particular needs, without extra charge.

All materials and workmanship guaranteed. We specialize on this line and manufacture the product ourselves.

Get the Catalog!

The Art Window Shade Co.
Established 1893
2411-13 North Halsted Street Chicago

Building a Brush Business

"Some fellows are born great, some achieve greatness and others have greatness thrust upon them." So runs the old saying. The neighbors of the old Daily family, down in Preble county, Ohio, didn't know what to say thirty-one years ago when the stork visited the community and deposited a young man who was in due time christened Bert. But they were pretty sure that if the youthful heir was ever to be regarded as great, it would not come through his having been born that way.

Bert L. Daily came of the best stock, yet they were unpretentious and the son has never himself sailed except in his true colors. And if he has become great in any sense of the word, it has been due to his honesty, earnest efforts and ambition. He received a common school education and then

opment of his own business. He felt sure he was on the right track and he believed that by working hard, he could further that one big idea which he had conceived while working for the Elder & Johnston Co.

In May, 1912, he resigned his position, closed up shop at home and moved all of his stock to the Rauh Building, practically in the heart of Dayton's business district. He rented but one room, which, though small, gave him much more space than he had at his disposal at home. He employed one young woman to be stenographer, bookkeeper and shipping clerk. He advertised—carried larger and larger stocks—and kept his nose to the grindstone. And the result has been success.

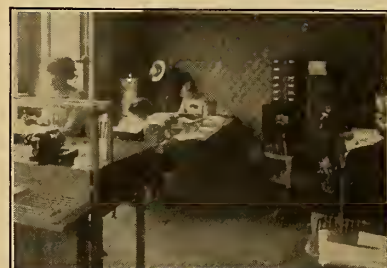
It is now three years since Daily cranked the motor and started on his big tour. Today he is still in the Rauh Building. But in addition to his first office force, he now



Daily's One Room in 1913.



Corner of Display Room.



A Corner of Mr. Daily's Office.



Corner of Scenic Painting Studio.



Corner of Show Card Department, where Air-brushed Blanks Are Made.



Corner of Shipping Department.

started out in the world to make a living. Landing in Dayton, O., some fifteen years ago, he probably did not know the difference between a hair brush and a paint brush. But he realized the necessity of hard work, so he took off his coat and got busy.

His belief in the power of advertising and his natural talents led him gradually into the card-writing and sign-painting profession, where he developed skill and enterprise that made those about him sit up and take notice. He advanced rapidly—always increasing the dimensions of his pay envelope and, in time, became chief card writer for the Elder & Johnston Co., a large Dayton department store. There he was very successful with his work; but while he gave his best efforts to his employers, he nursed within him a desire to embark in business for himself. So, in 1911, he fitted up a workroom in his residence. Firm in the belief that brushes especially designed for sign painters and card writers would be in great demand, he decided to sell them by mail, giving card writers and sign painters throughout the country the benefit of his experience and ability.

Daily saw only one thing to do after laying in a stock of brushes and supplies—advertise; and that's what he did. All through his career, which has been long in experience though short in years, this young business man has been a firm believer in printer's ink and the power of the press. He practices what he preaches by constantly advertising himself and his goods.

Like the city in which he started his career, Daily's business grew and grew. By 1912 it had not assumed tremendous proportions, yet it was in a decidedly healthy condition and could no longer be confined to the room in his home. So he decided to break away from the department store position and give his entire time and capital to the devel-

has three other young women assisting and three men, who do office work, attend to the shipping, assist in the air-brushed card departments, etc. And while he still has that one small room, he has added three more to it so that he has a large and handsome suite, giving him a splendidly lighted "factory" and ample working space.

He still advertises in the MERCHANTS RECORD AND SHOW WINDOW and in a few other publications. But he is advertising on a larger scale—using more space and spending more money to bring back money. Some men curtail their advertising appropriations as soon as they obtain a speaking acquaintance with success, but not so with Bert L. Daily. He has always believed in putting his profits back into the business, and that his idea is correct is shown by the fact that he is successful.

"Perfect Stroke" brushes and supplies—the brand with which he started—are being sold far and wide. And he has added a scenic background department, a department for air-brushed blanks, and has made his "Perfect Stroke" line longer and stronger. He carries a stock that conservative ones would dub "enormous." Had you looked into his residence workshop in 1911 and then would step into his stock room as it is today, you could hardly believe that one man brought about this big development. But he has.

Not only is he doing business in practically every State in the union, but he ships goods to any number of foreign countries. All of which goes to prove that good goods and faithful service are always appreciated. Bert L. Daily himself is modesty personified. Outside of his wife and baby he is absorbed with carrying out his big idea. "I believe in service," he said recently. "I do all I can for my customers at all times." A few small words, but they have a mighty big meaning.



Set of Seven Imported \$2²⁵ Ox Hair Brushes

A New Addition to the Family of

"Perfect Stroke" Brushes and Supplies

Ox hair one stroke brushes for show cards, muslin, posters, etc. —short walnut handles with clinched ferrules, built for service. An all-round brush that's bound to please. Made of the finest grade ox hair, giving just the right spring. You can make a perfect stroke with one swing of the brush. Fully guaranteed. Complete set of seven sizes sent prepaid for \$2.25. Money back if not satisfied. Send for big illustrated catalog on "Perfect Stroke" Brushes and Supplies.

BERT L. DAILY Dept. E 6 **Dayton, O.**

LEARN TO PAINT SIGNS and SHOW CARDS

THERE'S MONEY IN IT

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OFFICE & SALESROOMS 717-719-721-723 GRIFFIN ST.
DETROIT MICH. U.S.A.
ESTABLISHED 1899

<p>Capitals</p> <p>Pilaster Capitals</p> <p>Brackets</p> <p>Rosettes</p> <p>Shields</p> <p>Scrolls</p> <p>Heads</p> <p>Drops</p> <p>Corners</p> <p>Clawfeet, Etc.</p>	<h2 style="text-align: center;">LIGNINE (WOOD) CARVINGS</h2> <p style="text-align: center;">UNBREAKABLE</p> <p>While it is a long way to Tipperary, it is a short way to Success, if you use</p> <p>LIGNINE (Wood) CARVINGS LIGNINE WOOD CARVINGS are naturally adapted for Window Trim.</p> <p>They will enhance the appearance of your windows and will add greatly to the efficiency of your work. By their use, beautiful backgrounds, screens and plateaux can easily be created.</p> <p>Prices will astonish you.</p> <p>LIGNINE WOOD CARVINGS are easily finished in Oak, Mahogany, Walnut, Antique Copper, Bronze, Gilded, Tinted and Painted</p> <p style="text-align: center;">39-page catalog and sample for the asking.</p> <p>ORNAMENTAL PRODUCTS COMPANY 52 Fourteenth Avenue DETROIT, MICHIGAN</p>	<p>Can Be Used</p> <p>Over and Over Again</p> <p>This Year</p> <p>The Next</p> <p>And After That</p>
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- "One Hundred Good Alphabets for Show Cards"
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- "One Hundred Good Men's Wear Displays" Second Edition
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Each two dollar subscription entitles you to any one book. Your choice of any two books on receipt of four dollars for your own subscription and one other. Send us your renewal and \$2.00 stating which book you wish us to send postpaid and absolutely free.

For Our Advertisers

Lignine (Wood) Carvings

Lignine (Wood) Carvings have developed a wonderful popularity since they were introduced to the window dressing fraternity. These ornaments fill a long felt need and they can be used in endless ways in beautifying show window settings. Lignine (Wood) Carvings come in a considerable variety of designs such as fancy heads, capitals, medallions, rosettes, wreaths, corner pieces, and others too numerous to list here. They are made so they can be finished to imitate exactly the hard woods generally used for fine window backgrounds or they can be finished in any other way to suit



A LIGNINE (WOOD) CARVING.

the requirements of the display man. They are so inexpensive that they can be used liberally and they have the added merit of practical indestructibility. They can be nailed onto the background easily and when in place add wonderfully to the effectiveness of the setting. Lignine (Wood) Carvings are made and sold by the Ornamental Products Co. of Detroit. This company issues a handsomely illustrated catalogue showing this line. It will be sent to any address, with a sample of Lignine (Wood) Carving, for the asking. Every display man should have this interesting catalog.

§ §

Fine Fixture Catalog

The Welch Manufacturing Co. of Grand Rapids, Mich., has just got out a new catalog that will prove of practical interest to every merchant, whether he is in the market for store fixtures at the present time or not. It is a large, handsome book with many new illustrations of the most modern devices in store outfitting. This has always been a progressive firm and some of the most practical and popular devices now in American stores have originated in their factory. Their constant endeavor is to produce cases, cabinets, etc., that will protect the merchandise a little better, display it a little better, save a little more of the clerk's time and make it a little easier for the customer to make a purchase. They have done much in the past along these lines and this new catalog shows convincingly that they are still making improvements and raising the already high standard of factory made store fixtures. The new catalog is mighty well worth writing for.

§ §

Law and the Display Man

Everyone should know something of the law and the more one knows about it the better off he is. Matters are coming up constantly in which a knowledge of the laws of one's country and state may be worth a great deal of money. This applies to the merchant, advertising man and window dresser as well as to other people. A knowledge of law is especially vital to the merchant and as most display men look forward to becoming merchants themselves eventually, they should learn as much law as possible if the opportunity offers itself to study. The following true story illustrates how valuable an asset a knowledge of law may be to a store employee:

A young man held a position as assistant manager of the traffic department of a wholesale grocery house. He handled routine matters and when the manager left he felt big enough to handle the job, so he promptly applied for the position. "Well," said the proprietor, "I'll be glad to give it to you, though it's a big job for a man of your age to handle, if you can show me that you're qualified to hold it down. Now what would you do in this case?"—and he gave the facts of a situation that actually confronted the house at the time. The young man was nonplussed but determined to take a chance and stated what his action would be.

"If we were to do that," said the proprietor, "we would lose all chance of proving our claim, and it would cost us at least \$3,000. I see you don't know the law on such cases. I'm sorry, but I'm afraid you can't fill the position. Study law. Get a legal education. Then come and talk to me."

The young man profited by this advice and within a short time saved the house large amounts of money through quick decisions which his legal education enabled him to make. He was soon made traffic manager, but his trained mind was too valuable for that job and HE IS NOW GENERAL MANAGER AND A JUNIOR PARTNER IN THE BUSINESS.

The earning power of this man's legal training cannot be estimated at less than 6,000%—and he is still in his early thirties.

Surprising as these instances are to one who has never followed closely the careers of business men who have been trained in the law, they are not exceptional. Hundreds of others just like them can be found in every state in the Union.

Yet, after all, these earnings are small when compared with those of many successful lawyers. It is among lawyers, of course, that the earning power of a legal education is greatest. Hundreds of lawyers earn fees of \$5,000 to \$10,000 for single cases, involving perhaps only a few hours' research. Elihu Root is said to have relinquished a practice netting him well over \$100,000 a year to become Secretary of State. It is common knowledge that the practice of Ex-Judge McHugh of Omaha brings him at least \$50,000 annually. There are hundreds of firms of lawyers throughout the country which do not make less than that amount. Most lawyers receive at least \$25 a day for their services.

The American Correspondence School of Law offers a thorough, practical Course and Service in Law, prepared especially for home study. Among its students are hundreds of merchants and business men who realize the tremendous advantages of a knowledge of law.

The School will be glad to send particulars of its Course and Service to any reader of the Merchants' Record and Show Window without obligation or expense.

Please address American Correspondence School of Law, Dept. 6853, Manhattan Bldg., Chicago.

§ §

French Wax Figures

One of the most notable exhibits at the San Francisco Fair, from the display man's point of view, will be the showing of artistic Parisian wax figures and forms made by Pierre Imans. This famous sculptor and modeler in wax will have on exhibition three scenes or tableaux in which sixty new models of wax figures especially created for this exposition will be shown. The scenes are as follows: "The Terrace at Monte Carlo," "The Paddock at the Longchamps Race Course," and "The Casino at Vichy."

§ §

Club Rooms Opened

THE LANCASTER, PA., Association of Display Men has just moved into new club rooms, which include a demonstration room, a reception and reading room, and a wash room. The demonstration room is fitted up with a model show window, in which regular displays can be placed. All of the rooms have been newly furnished and decorated. Mr. Harvey Shaar is president and J. L. Hains secretary. The club has purchased fixtures and piece goods for demonstration purposes and expects to buy new equipment from time to time.

LETTERING BRUSHES and SUPPLIES

Our snappy, new **CATALOGUE Free**. We can save you coin by our
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Ask us about it today.

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"REGULAR"

for all

Sign Makers'
Brushes



W H I T E C O L O R

"SPECIAL"

for all Pens, fine
Brushes and
Air Brush

"PERFECTLY WHITE AND WORKS PERFECTLY"

"Snow White" is only intended for the best cards
and for the best sign makers and card writers

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Rochester, N. Y.

Please mention "Merchants Record"

Will You Accept Free The Best Book Ever Published on Decorating Automobiles, Floats and Buildings

*Outdoor
Decorations*

*Automobiles—
Buildings—
Floats—Etc.*

Remember that "Outdoor Decorations" is published exclusively for the benefit of subscribers to "Merchants Record and Show Window" and will not be sold at any price. Send in your order now and the book will be forwarded by return mail.

THIS book is called "Outdoor Decorations" and contains a collection of more than 100 fine engravings showing the best examples of parade and exterior decoration done by the leading decorators of the country.

If there is to be a parade in your city this summer, you will find this book a gold mine of practical suggestions. It is filled with new and clever ideas for the trimming of automobiles, floats, carriages, halls and the outsides of buildings. The schemes of decoration vary from the simplest to the most elaborate, and any of them can easily be copied by any practical decorator.

If you have any outside decorating to do, this book will prove a wonderful help—you can't get along without it.

"Outdoor Decorations"

will be sent **FREE** with every new subscription or the renewal of an old subscription to "Merchants Record and Show Window."

If you are already a subscriber to "Merchants Record and Show Window," send us \$2.00 to extend your subscription one year, and we will forward you free and prepaid a copy of "Outdoor Decorations."

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and Show Window Chicago U.S.A.**

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Show Card Writing

Taught by Mail or Personal Instruction
—Complete course on use of Brushes, Air
Brushes, Pens, etc. Write for our inter-
esting catalog and book of Card Writers'
Supplies.

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215 S. Market St., Chicago

BOOK ON STORE FRONTS

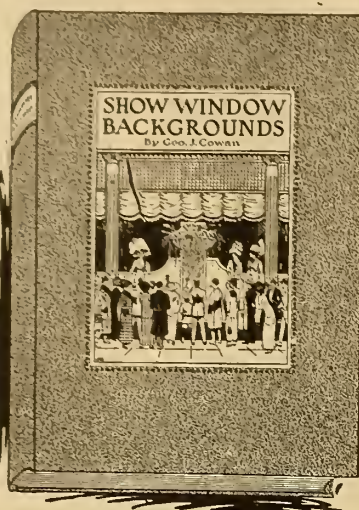
THE subject of Store Fronts is of such importance that each buyer should make a thorough investigation—and profit by the experience of others. For nine years we have specialized in this work, have helped retailers build more than 40,000 Store Fronts, and we believe our experience qualifies us to Before you take consideration of read "Boosting" contains photographs and sketches of real Store Fronts, and information that will enable you to decide on the Front that your business requires. We will be very glad to co-operate with you and offer you the benefit of our specialized experience in this work. Just drop a card for this booklet and it will go to you gratis.

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Manufacturing Company
Francis J. Plym, President
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a branch
near you



New Window Trimming Book

Every background design is drawn in such a way that any one can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

The following is partial list of contents.

- | | |
|----------------------------------|---------------------------|
| 2 New Year's Windows. | 2 Horse Show Windows. |
| 8 White Goods Windows. | 16 Fall Opening Windows. |
| 1 Lincoln's Birthday Window. | 2 Carnival Windows. |
| 4 St. Valentine's Day Windows. | 3 Hallowe'en Windows. |
| 2 Washington's Birthday Windows. | 5 Thanksgiving Windows. |
| 2 St. Patrick's Day Windows. | 14 Christmas Windows. |
| 8 Spring Opening Windows. | 16 Christmas Decorations. |
| 12 Easter Windows. | 10 Sale Windows. |
| 6 Decoration Day Windows. | 2 Bas Relief Backgrounds. |
| 5 Fourth of July Windows. | 2 Stencil Backgrounds. |
| 7 Summer Windows. | |

and a variety of general and special backgrounds, making up a total of over 150 background designs, with a number of small detail drawings. Many of the drawings are in colors.

This book is 7x10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of \$1.50. Send your order in today to

Book Dept. **Merchants Record and Show Window**
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THE ADVERTISING WORLD, Columbus, Ohio

STORE MANAGEMENT—COMPLETE

16 Full-Page
Illustrations



272 Pages
Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to Retail Advertising Complete
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"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

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ABSOLUTELY NEW

JUST PUBLISHED

Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

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Book Department. 431 So. Dearborn St., CHICAGO

Books Slightly Damaged

Upon going through our stock of books, we find quite an accumulation that for one reason or another have been laid aside as not being perfect and suitable for shipping out at the published prices.

The accumulation consists of the following well-known standard books:

Art of Decorating Show Windows and Interiors
\$3.50 . . half price **\$1.75**

Hardware Window Dressing
\$2.50
Half price **\$1.25**

Sales Plans \$2.50
Half price. **\$1.25**

The contents of each and every book in the above list is clean and complete, only slight damage can be found on any book. Occasionally a cover has become slightly faded from exposure in the show window, another has a slight scratch, while the print on the cover of another may be a little imperfect, but to clean out this stock, we will accept **just half price** and upon receipt of remittance, prepay to any address any of these books ordered.

This is a rare opportunity to get standard books that are all right for practical purposes, at just half their actual value. There is but a limited supply, consequently, you are urged to send in your order with remittance at once to

The Merchants Record Co.
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72-Page

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PRACTICAL
DURABLE
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SPRAYERS
AIR
COMPRESSORS



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A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid results by leading window trimmers throughout the country.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK

Side Line—Salesmen Wanted—

Fixture, Paint and Decorative Flower Salesmen or any salesman calling on the Displaymen and Cardwriters of the leading stores, National Advertisers and show card shops—You can earn several dollars additional each day in a few minutes time, on the very trade you now call on, over the entire United States and Canada. It positively will not conflict with your own lines or your house.

Our product is a regular necessity with every Displayman, Cardwriter and the National Advertiser. We are manufacturers—rated high—our proposition is a permanent sales campaign, with liberal commissions.

Write us at once—state clearly territory you cover, class of trade and how often, together with full name and address.

To SALES MANAGER, Dept. A

P. O. Lock Box 537

Chicago, Ill.

NOTICE !

the wide-spread popularity attained by the models sent out to the lettering fraternity as preliminary advertising for the "Speed-ball" Broad Stroke lettering pens, has caused some unscrupulous advertisers to try and ring in imitations, using "near-copy" of our authorized Trade Mark. Advertising slogans etc. -

WARNING do not be misled--Our manufacturers will not have "The Little Wizard of Lettercraft" ready for delivery until July 1st - Any other Ball-Speed or Plug broad-stroke lettering pen is either an imitation or an infringement which will be dealt with as prescribed by the U.S. Patent Laws. -----The original Speed-ball pen will be for sale only by our authorized dealers, agents and supply houses after July 1st. -

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Used by the Largest Stores

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PRICE CARDS

Made of heavy high-grade White Cardboard with Beveled Edges of Gold or Silver in a variety of shapes and sizes. *ELITE CARDS* give a touch of elegance to the article to which it is attached.

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SNOW WHITE WATER COLOR

"REGULAR"
for all
Sign Makers'
Brushes



"SPECIAL"
for all Pens,
Fine Brushes
and Air Brush

"PERFECTLY WHITE AND WORKS PERFECTLY"

It has been the "Devil of a job" to get a good pen white. That is the reason "Snow White" came into existence.

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Manufactured by

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Rochester, N.Y.

Please mention "Merchant's Record"

The Art of Decorating Show Windows and Interiors

is full of just the practical plans and ideas that Merchants and Decorators want when getting up Decorations for any season or occasion. A Big cloth bound book—over 600 illustrations.

Sent Anywhere on Receipt of \$3.50
All Charges Prepaid

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431 So. Dearborn Street, Chicago

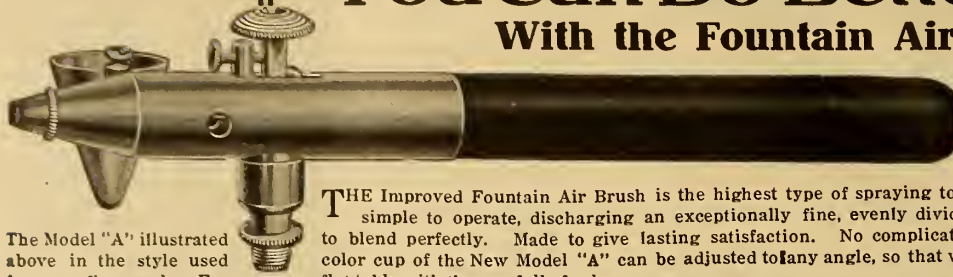
Adjustable Reflector for Show Windows

Especially designed for use with The Tungsten or Nitrogen Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

American Reflector & Lighting Co.
517 Jackson Boulevard, Chicago



You Can Do Better Work With the Fountain Air Brush



**The Original Pencil-
shaped Air Brush**

The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, Chicago

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FOR WINDOW TRIM**

What BEAVER BOARD Will Do
Background, cut-outs, columns, pedestals, trays, boxes, screens, unit forms, shelves, platforms, dividers, signs, mummy forms, model houses, pilasters, display booths, lattice-work.

The possibilities of BEAVER BOARD in the hands of a resourceful window designer are unlimited. He finds it the best workable material to carry out his ideas.

Convenient, clean to handle, beautiful embossed surface for decoration by painting. Light in weight, yet strong and rigid when applied. For permanent or temporary use.

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This free booklet "BEAVER BOARD for Window Trim" is full of practical suggestions for the window trimmer. A new edition is ready. Write for it today.

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*For a clean stroke letter
it has no equal.*

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.

Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

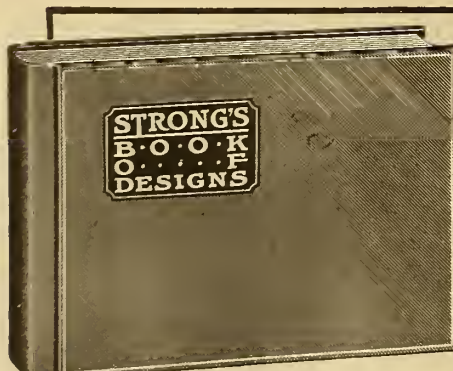
Special Brushes

For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1915 Folder showing full line at a glance.

Now Ready

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Size of cover 8½ x 10½, lettered in gold.

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A Masterpiece of Ornamental Art,
Contains Over 300 Designs,
200 IN COLORS

PARTIAL LIST OF CONTENTS

50 tinted air brush designs worth price of book alone: — Poster, Book Cover, Ribbons, Pen and Ink and Theatrical Designs, Flower and Ornamental Designs representing Mr. Chas. J. Strong's best efforts, ideas for Show Cards, New and Original Alphabets, Sign Ends and Hanging Signs, Letterheads, Business Cards, Scrolls and Panels, over 300 designs in all, 200 of which are printed in colors, cuts used in book cost over \$4,000. They are printed on finest enamel paper.

The price of Strong's Book of Designs is only \$3.50 Shipped Postpaid on Receipt of Price.

THE MERCHANT'S RECORD COMPANY, 315 Dearborn St., CHICAGO, ILL.



Wants, For Sale, Etc.

All Notices under this Department, \$1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

POSITION WANTED—High-class window trimmer and show card writer. Five years' experience in men's wear; age twenty-one; single. Prefer to connect with a modern concern. Samples of work on request. References. Address Box 252, care Merchants Record and Show Window.

SPLENDID opportunity for men to learn window trimming and show-cardwriting. Pays \$20 to \$50 weekly. Positions secured. Most practical school. Catalogue free. Easy payments. Twin City School of Window Dressing, 17 South 7th St., Minneapolis, Minn.

CARD WRITERS—Before you order your next brushes, send for our large 48-page catalogue, which is full of valuable information for card writers. Enclose 2c stamp to Desk M. The Card Writers' Supply Co., Galesburg, Illinois.

WESTERN POSITIONS open throughout Rocky Mountain and Pacific Coast states for window trimmers, card writers, advertising men; also for salesmen and department managers in dry goods, clothing, shoes and all lines of general merchandise. Attractive salaries. Write for information. Business-Men's Clearing House, Denver, Colo. Southern Branch Office, Albany, Ga.



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**Exclusive Adv. Service
For Clothiers and Furnishers**

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A Revolving Display Table in Your Window

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Write for catalog of Tables, Counter-shafts, Pulleys, Reducing Gears, etc.

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8 Lock Street

Buffalo, N. Y.

Index to Advertisers.

"Advertising World"	60
"Air Brush Designs"	00
American Lithographic Company.....	61
American Luxfer Prism Company.....	49
American Reflector and Lighting Company....	61
"Annual Prize Contest".....	00
"Art of Decorating"	60 and 65
Art Window Shade Company.....	55
Associated Advertising Clubs.....	8

Baldwin, J. L., & Co. (Cash and Package Carriers)	1
Baumann, L., Co.....	4
Beaver Board Companies.....	62
Ber-Zer Studio	59
Bodine-Spanjer & Co.....	45
Botanical Decorating Company.....	9

Campbell Art Company.....	51
Chicago Display Managers' School.....	53
Chicago Mat Board Company.....	5
Compo-Board	4
Curtis-Leger Fixture Company.....	Back Cover

Daily, Bert L.....	57
Detroit School of Lettering.....	55-57
"Draping Book"	64
"Dry Goods"	9

Eberhard, Joseph F., & Son.....	62
Economist Training School.....	47

Feldman, Leo A., Fixture Company.....	51
Frankel Display Fixture Co.....	53

Gordon & George	61
Gipe Store Service Sales Company.....	2
Great Western Fixture Works.....	49
Gumbinner, Sam E.....	63

"Hardware Window Dressing".....	60-65
How to Get Trade.....	65
Hurlock Bros. Co.....	61

Imans, Pierre	5
---------------------	---

Johnston, J. W.....	59-61
Johns-Manville, H. W., Co.....	Inside Front Cover

Kawneer Mfg. Co.....	59
Kempf, Van Dresser Co.	63
Koester School, The.....	43-59

Lyons, Hugh, & Co.....	2
------------------------	---

Newman Mfg. Co.....	51
Northwestern Compo-Board Co.....	4

Norwich Nickel & Brass Co.....	Inside Front Cover
--------------------------------	--------------------

Ohio Suspender Co.	53
Ornamental Products Co.....	57
Outdoor Decorations	59

Palmenberg's, J. R., Sons.....	55
Piqua Bracket Co.....	5
Pittsburgh Reflector and Illum. Co.....	3

Quincy Show Case Works.....	3
-----------------------------	---

"Sales Plans"	60-65
Schack Artificial Flower Co.....	6 and 7
"Show Window Backgrounds".....	60
Sketches of Backgrounds.....	64
Smith, Winfield H.....	63
"Store Management" Complete.....	60
"Strong's Book of Designs".....	62

Thayer & Chandler (Fountain Air Brush).....	62
---	----

Wants, For Sale, etc.....	63
Welch Mfg. Co.....	9
Wilmarth Show Case Co.....	9
Window Decorative Works.....	49
Wold Air Brush Art Shop.....	61

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SAM. E. GUMBINNER, WAX FIGURE ARTIST

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of the United States Semi-Annually

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Endorsed by the
Display Managers and Window Trimmers Associations

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A Complete Treatise on Draping in all its Branches

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Examples of Early Drapes
Complete Window of Early Drapes
Later Examples of Early Drapes
37 Lessons in Draping
Cylinder Drape
Slab Drape
Novel Drapes
Mummy Drapes
Box Drape
Louis XVI. Drape
Wall Drapes
Complete Wall Drape Windows
Bolt Drapes

Furniture as Draping Fixtures
Vase and Basket Drapes
Flower Drapes
Use of Accessories
Drapes for Tailors
Draping on Forms
Early Shell Form Draping
Finishes for Tops
Directoire Shell Form Drapes
Hipless Drapes
Panier Drapes
Full Form Drapes
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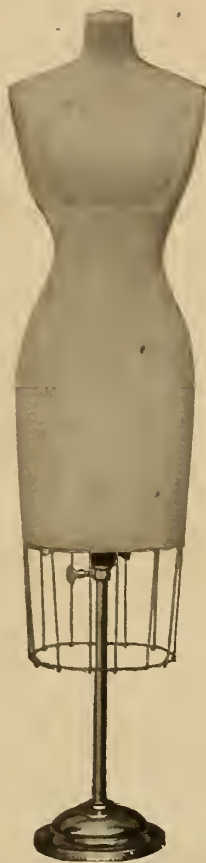
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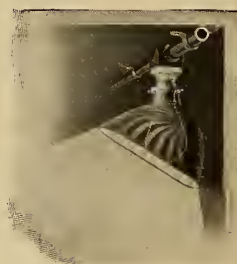
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